
PRESS RELEASE



MERLIN ENTERTAINMENTS PARTNERS WITH ACCESSIBILITY INDUSTRY LEADERS TO LIGHT UP THE LONDON EYE FOR INTERNATIONAL DAY OF PERSONS WITH DISABILITIES

- The global leader in branded entertainment destinations hosted a #PositivelyPurple event in partnership with PurpleSpace, including lighting up the London Eye in purple colours, to raise awareness of disability inclusion
- Over 400 attendees from industry leading organisations including Purple Space and Valuable 500 were invited to encourage conversations on accessibility

Merlin Entertainments, a global leader in branded entertainment destinations, lit up the lastminute.com London Eye in purple colours as it hosted an industry event on accessibility in partnership with PurpleSpace, to mark International Day of Persons with Disabilities.

Among the more than 400 people on board were guests from the global business partnership Valuable500, Business Disability Forum, MotionSpot, Nimbus Disability and the Leader of the House of Commons Penny Mordaunt MP. In partnership with social business, PurpleSpace, the event was looking to the future of disability inclusion and how positive actions inspire change. Merlin, a proud member since 2020, stands at the forefront of the #PositivelyPurple movement, which is a global force igniting change by connecting disability resource groups worldwide.

Together, Merlin and PurpleSpace celebrated the profound contributions of employees with disabilities, emphasising the power of unity, shared ideas, and a collective commitment to driving a movement that transforms the landscape of inclusion from the inside out.

Merlin's unwavering commitment to fostering a diverse, inclusive, and equitable workplace, is part of its mission to establish the greatest place to work and visit. In 2023 Merlin continued to act on disability inclusion, most notably on the following:

- The Internal Intelligence Group, Merlin's employee resource group, grew to over 40 members globally and was recognised in the Shaw Trust's Disability Power 100 for its impact on disability inclusion.
- Merlin became autism certified at several key attractions across the globe, including LEGOLAND® California, LEGOLAND® New York and LEGOLAND® Florida Resorts. This includes trained front-line team members equipped to better assist autistic guests or those with other sensory sensitivities as well as pre-planning resources available for guests on the Resorts' websites.
- Merlin has implemented regional taskforces to shape the company's diversity and inclusion. These taskforces are composed of employees with different backgrounds and perspectives who can offer insights based on their unique experiences. By actively listening to these voices and leveraging their input, Merlin aims to drive meaningful change that resonates with its diverse workforce.

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- Increasing sign language tours in a number of global attractions and provided extensive sign language training to front line teams, to ensure every guest has a magical day out.
- Opening more Changing Places Toilets in UK Resort Theme Parks, to provide a safe space for guests.
- Supporting Merlin's children's charity Merlin's Magic Wand to provide over 80,000 days out tickets to families who need it most, in regions across the globe.

Sandra Sheahan, Diversity Inclusion and Accessibility Director at Merlin Entertainments, said:

Merlin Entertainments' unwavering commitment to accessibility is not just about opening doors; it's about creating a world where everyone can explore, experience, and enjoy the magic of our attractions. We are so proud to soar to new heights in celebration of accessibility, which is a journey powered by a partnership with PurpleSpace and are dedicated to driving continuous improvements. Merlin's commitment to inclusivity, brings us closer to a world where accessibility isn't just an option but a shared goal. Inclusivity should always be at the forefront of our minds and we believe that everyone deserves a chance to make unforgettable memories, and that's why we're dedicated to removing barriers now and in the future."

Kate Nash OBE, Founder and CEO of PurpleSpace, said:

"#PositivelyPurple is a global movement that celebrates and draws attention to the contribution of employees with disabilities around the world. Since 2017, #PositivelyPurple has been connecting disability employee resource groups (ERGs) and networks globally – building disability confidence from the inside out and driving a movement for change. Merlin Entertainments has been a member of PurpleSpace since 2020 and their commitment to accessibility and inclusion both for disabled employees and guests demonstrates what great collaboration and innovation can achieve. Hosting our Power Up event, as we mark the forthcoming International Day of Persons with Disabilities at such an iconic unique event at the London Eye supercharges PurpleSpace's ability to take the message of disability Confidence to an even wider audience."

For more information on Merlin's commitment to accessibility, visit: [Merlin Entertainments | Accessibility](#)

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Notes to Editors

About Merlin Entertainments

Merlin Entertainments is a global leader in branded entertainment destinations, operating over 140 attractions, 23 hotels and 6 holiday villages in 24 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

See www.merlinentertainments.biz for more information.
