



23 September 2009

LEGACY OF THE LEGO® HOUSE LIVES ON THROUGH ANNUAL BUILDING EVENT

Today LEGOLAND® Windsor announced that the bricks used to build James May's LEGO® House will be going on display at the Berkshire theme park as part of an exciting annual LEGO brick building event.

Over 3 million LEGO bricks will be coming to the park so that thousands of families will have the opportunity of building with them next season. Martin Williams, sales & marketing director of LEGOLAND Windsor said: "We're thrilled that the legacy of the LEGO House can live on at the park as a giant LEGO set for the nation."

He continued: "Our large-scale building events are always extremely popular with guests of all ages. This year hundreds of families helped build two giant mosaics featuring Bob the Builder and J.K. Rowling and only last year thousands of children and their parents came together to construct the world's tallest LEGO brick tower."

Fiona Wright, marketing director of LEGO UK said: "LEGO bricks offer endless building possibilities and this explains their universal appeal. For generations children have constructed LEGO brick models only to dismantle them and construct something completely different. The LEGO House was always being built as a temporary structure so now we're looking forward to showcasing the ingenuity and creativity of the public by working with LEGOLAND Windsor to hold an annual building event using these historic bricks."

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More details about the first building event, held in conjunction with LEGO UK to benefit their nominated charity, The National Autistic Society, will be announced early next year. To find out more, visit www.LEGOLAND.co.uk.

Ends

Notes to editors:

- Winner of the Best Family Visitor Attraction in the Tommy's Parent Friendly Awards 2008, voted by parents for parents. LEGOLAND Windsor is a unique family theme park where children aged 3-12 can take to the road, soar through the skies and sail the seas in complete safety. It has over 55 interactive rides, attractions, live shows, building workshops and driving schools, not to mention nearly 55 million LEGO bricks, all set in 150 acres of beautiful parkland.
- LEGOLAND Windsor is open until 8 November 2009. It is closed on selected midweek days in September, October and November. For further details please check www.LEGOLAND.co.uk.
- There are three other LEGOLAND parks in the world – LEGOLAND Billund in Denmark, LEGOLAND California in the U.S.A and LEGOLAND Deutschland in Germany.
- The LEGOLAND theme parks are part of the Merlin Entertainments Group. The **MERLIN ENTERTAINMENTS GROUP** is the leading name in location based, family entertainment, which has seen the most successful and dynamic growth of any company in the sector over the last five years. The world's second largest visitor attraction operator, Merlin has 57 attractions and 6 hotels in 12 countries, across 3 continents. The company aims to deliver memorable and rewarding experiences to its 32.4 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13,500 employees. Merlin Entertainments operates the following attractions – SEA LIFE, Madame Tussaud's, LEGOLAND, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK, Chessington World of Adventures & Zoo, Heide Park, Underwater Adventures, and Earth Explorer.
- The LEGO Group is a privately held, family-owned company, based in Billund, Denmark. It was founded in 1932 and today the group is one of the world's leading manufacturers of play materials for children, employing approximately 7,000 people globally. The LEGO Group is committed to the development of children's creative and imaginative abilities. LEGO products can be purchased in more than 130 countries.
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