



## PRESS RELEASE

### **LEGOLAND Deutschland Resort opens a new Ninja-park area for the start of the jubilee season 2017**

**Günzburg, 8 February 2017 – LEGOLAND Deutschland Resort opens the new park area LEGO NINJAGO WORLD for the season start on 1 April 2017. Core of the 7,000 square meter big area will be the new ride LEGO NINJAGO The Ride. The attraction will introduce a for Germany unique gesture technology, which guarantees interactive 4D-fun for the whole family. A great birthday present to LEGOLAND and its old and young fans on the occasion of the 15th park anniversary on 17 May 2017.**

LEGOLAND Deutschland Resort presents its visitors a novelty for its jubilee season which commences on 1 April. This new attraction will definitely make many child hearts beat faster. The new park area LEGO NINJAGO WORLD will show families the kingdom of LEGO NINJAGO. On 7,000 square meters and amid of one million LEGO bricks they will come close to their heroes from the popular LEGO product line. The core of the as ninja-monastery themed area is the 4D-ride LEGO NINJAGO The Ride. The guests will learn to master the NINJAGO elements lightning, fire, ice and earth there. The guest travels through a LEGO themed temple and different rooms with 3D scenes on board of special vehicles. you can fire lightning balls, fireballs, ice fountains and air blasts on different enemies you encounter in every room and all that simply by hand gestures. A in Germany unique hand gesture technology will be used in the ride. Effects like light and fog will complete the 4D-illusion.

The outside part of the new LEGOLAND park area provides opportunities for young and old NINJAGO fans to train important physical ninja skills like speed, power or dexterity. LEGO building will of course play a big part in the new area. Younger guests can unleash their creativity in a LEGO DUPLO area and older master builders can expand a monastery scene just like they desire to.

The new LEGO NINJAGO WOLRD is the 9th park area in LEGOLAND Deutschland Resort and is the highest single investment in the family theme park since its opening on 17 Mai 2002 with 9.2 million Euros.

**Pure family vacation: Nine adventure areas and an award winning Holiday Village!**

In accordance with the LEGOLAND motto “Awesome awaits!” families can experience action filled attractions, LEGO workshops and a 4D-cinema as well as a in Germany unique LEGO underwater world in nine park areas and over 55 thrilling attractions. More than 56 million LEGO bricks were used to create an impressive world in which children can become their favourite heroes and take part in adventures as pilots, treasure hunters, palaeontologists and dragon riders.

The short break will become an unforgettable experience for the whole family if you choose to stay overnight in the LEGOLAND Holiday Village. The most family friendly Resort, LEGOLAND offers an overnight stay concept in a unique LEGO atmosphere: three castles and 72 Holiday Village houses will take you into the world of knights, princesses, pirates and racers. Additionally the Holiday Village offers a camp site, three restaurants and diverse spare time opportunities with a bowling-centre, a high rope course and many adventure playgrounds.

The LEGOLAND Holiday Village reached a fantastic first place in the Travellers’ Choice Awards 2017 in the category best family hotel in Germany. The Award was taken out by TripAdvisor Germany.

**Fun and entertainment for the whole family with the LEGOLAND events**

LEGOLAND Deutschland will turn 15 this year and therefore will celebrate a whole season with all its guests. There will be various events, shows and building activities from April to November – young and old heroes will have an awesome time at LEGOLAND.

## LEGOLAND Shows & Events 2017

<b>1 April</b>	Ninja Go! – LEGO® NINJAGO® Event
<b>8–9 April</b>	LEGO Batman Days
<b>16–17 April</b>	The ANTENNE BAYERN Easter Family Festival
<b>20–21 May</b>	LEGOLAND turns 15! – join the colourful Birthday party
<b>25–28 May</b>	Use the force for building! - LEGO <i>Star Wars</i> ™ Building Activity: Jabba the Hutt
<b>3–5 June</b>	LEGO Roadshow Event
<b>15–18 June</b>	LEGO <i>Star Wars</i> ™ Days – “May the force be with you!”
<b>8–9 July</b>	LEGO Friends Event
<b>15– 31 July</b>	Show: Balloon extreme with Tobi van Deisner
<b>22 &amp; 29 July and 5 &amp; 12 August</b>	The Long Nights – the LEGOLAND Street-Show-Festival and fireworks
<b>1–31 August</b>	Show: Jump’n Motion – the LEGOLAND Action-Show
<b>2–3 September</b>	Movie Heroes – meet your movie heroes
<b>14–31 October</b>	Halloween at LEGOLAND – trick or treat at LEGOLAND
<b>5 November</b>	Season Final with a great final firework

Further even-information: [www.LEGOLAND.de/en/explore/events-shows/events-2017](http://www.LEGOLAND.de/en/explore/events-shows/events-2017)



Pictures available at [www.LEGOLAND.bubm.de](http://www.LEGOLAND.bubm.de)

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Media information and graphic materials can be found at [www.LEGOLAND.de/Presse](http://www.LEGOLAND.de/Presse).  
Broadcast-quality footage is available for download at [www.LEGOLAND-Videogalerie.de](http://www.LEGOLAND-Videogalerie.de).

**Note to editors:**

The LEGOLAND Deutschland Resort was opened on 17 May 2002 in the Bavarian town of Günzburg and is one of the most popular amusement parks in Germany. Information on the LEGOLAND Deutschland Resort can be found at [www.LEGOLAND.de](http://www.LEGOLAND.de). Tickets and accommodation packages can also be booked online at this address.

**2017 Season: 1 April to 5 November**

LEGOLAND Deutschland Resort is a part of Merlin Entertainments Group. Information can be found at [www.merlinentertainments.biz](http://www.merlinentertainments.biz).

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