



## **PRESS RELEASE**

### **New Creative Centre for the 90<sup>th</sup> Birthday of the LEGO® Group LEGOLAND® Deutschland celebrates 90 Years of Play with new Building Attraction**

**Guenzburg, 10 June – What happens when the 90 years old grandmother and the 20 years old grandson share the same anniversary year? They celebrate an awesome party together at LEGOLAND® Deutschland! In this case it is the LEGO® Group and the LEGOLAND that celebrate the anniversary together with a new building- and creative centre in which the guests of the Bavarian family theme park can let their imagination run free from now on. And this all for a greater goal: A new study which was conducted on behalf of the LEGO Group shows that playing together is important for the well-being and happiness of the whole family.**

The latest "Play Well" Study 2022 shows that playing is a vital part of a children's everyday life: A large scale survey of more than 55,000 parents and children in over 30 countries suggests that almost all subjects questioned agree that children improve their creativity (93%), communication (92%), problem solving skills (92%) and confidence (91%) while playing. Children develop skills while playing which help them orientate in a rapidly changing world.

#### **Opening of a new LEGO Attraction in the LEGOLAND Park**

A brand-new creative centre in the LEGOLAND Park in the Bavarian city of Guenzburg is opened for the 90<sup>th</sup> anniversary of the LEGO Group and fitting to the study results. The "LEGO Building Fun" is the second LEGO building centre in the family theme park next to "Rebuild the World" in which the guests can let their imagination run free. A special

activity takes place in the new "Building Fun" until 13 August: "Play Your Way". A Master Player – a especially experienced LEGO master in a colourful costume invites the guests to discover their own player personality in different building challenges. The guest can be identified as *Designer*, *Maker*, *Explorer*, *Storyteller* or *Dreamer* depending on the personal play-preferences.

### **Individual Building Challenges matching the Personality**

The LEGOLAND visitors are given creative challenges depending on their determined play-type: For example, the solution-oriented designer builds a secret treehouse, the adventurous explorer creates a magical lion and the dreamer will be led to fantastic building ideas from rainbows to treasure chests to spaceships. The guests receive LEGO Pop-Badges as reward. LEGOLAND General Manager Manuela Stone is looking forward to the new creative centre: "We, the LEGOLAND Team, think it's great that we are able to celebrate the 90<sup>th</sup> anniversary of the LEGO Group here in our park – with a new attraction for our guests! We are practically the largest LEGO playroom in Germany for 20 years. That is why I cannot imagine a better way to celebrate our anniversaries together, as with a new, personality depending building fun for young and old."

The new LEGO building fun in the park area IMAGINATION is added permanently to the offer of the family theme park in the Bavarian city of Guenzburg and invites to a thrilling family excursion not only with exciting rollercoaster rides and comfortable attractions for younger guests but also with entertaining shows. The "Play Your Way" activity can be experienced until 13 August and is included in the entrance price.

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



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Press information and images can be found at [www.LEGOLAND.de/Presse](http://www.LEGOLAND.de/Presse)

**Note to editors:**

LEGOLAND® Deutschland Resort was opened on 17 May 2002 in the Bavarian town of Guenzburg and is one of the four most visited amusement parks in Germany. The holiday village next to the park has also been one of the most popular family hotels in Germany for years, with its various LEGO themed accommodations. Information about LEGOLAND Deutschland Resort can be found at [www.LEGOLAND.de](http://www.LEGOLAND.de). Admission tickets and accommodation packages can be booked online.

**Season 2022: 2. April bis 6. November**

LEGOLAND Deutschland Resort is part of the Merlin Entertainments Group. Information under [www.merlinentertainments.biz](http://www.merlinentertainments.biz),

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**About Merlin Entertainments**

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's number one and the world's second-largest visitor attraction operator, Merlin operates 129 attractions, 21 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](http://www.merlinentertainments.biz) for more information and follow on Twitter @MerlinEntsNews.

**LEGO 90 Years of Play****About the LEGO Play Well Study 2022**

All findings from the report, unless otherwise referenced, were gathered from a total of **32,781** parents and **24,593** children aged 5 -12 through a 20 minute online quantitative survey conducted across 35 countries in early 2022. For a full list of countries, please contact [media@lego.com](mailto:media@lego.com)

**About the LEGO Group:** The LEGO Group's mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine. The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words Leg Godt, which mean "Play Well". Today, the LEGO Group remains a family-owned company headquartered in Billund. Its products are now sold in more than 130 countries.