



**Note to editors:**

**Friendly Reminder - we cordially invite you to our LEGOLAND® press conference on 23 March 2023. Be part of the exclusive premiere of the new LEGO® MYTHICA themed area and the premiere ride of the world's first LEGOLAND Wing Coaster. You will also learn exciting background information about the 2023 season and get exclusive insights into future plans and novelties.**

## **PRESS RELEASE**

### **New residents for the 11th themed area LEGO® MYTHICA**

#### **14 LEGO models move into the fantastic new LEGOLAND® world**

**Guenzburg, 16 March 2023 - Things are about to get mythical at LEGOLAND® Deutschland in Guenzburg, Bavaria. The preparations for the 2023 season and the final work in the new and thus 11th themed area LEGO® MYTHICA are in full swing. 14 colourfully creative LEGO models have found their place in the 1.2-hectare imaginative parallel world. From the start of the season on 25 March, park visitors will be able to marvel at the MYTHICA models made of a total of 1.5 million LEGO bricks up close. Guests can bring four of the fantasy creatures to life using the LEGOLAND Deutschland app and augmented reality.**

Things have now become colourful on the construction site for the 11th themed area of LEGOLAND Deutschland in Guenzburg, Bavaria: a small grey mouse with brightly coloured butterfly wings, a monochrome dog with a colourful peacock tail and a rhinoceros covered with a flower meadow of various plants have already taken up their positions on the 1.2-hectare site. The largest and most dominant model is the sky lion MAXIMUS, which adorns the facade of the station of the eponymous Wing Coaster at an impressive height. With a size of about 5 metres, a weight of almost 3 tons and consisting of 686,000 LEGO bricks, the mythical guardian towers above the station building of the ride attraction. LEGO® MYTHICA clearly demonstrates the creative forces that can be unleashed by building with LEGO bricks and the artistic structures that can be created here. The models

in the new themed area LEGO MYTHICA inspire even experienced LEGOLAND® model builders like Helmut Ziegler: "I have already seen many models and have also made some creations out of LEGO bricks myself. With the LEGO MYTHICA models, it's not just the construction that impresses me, but above all the creative ideas behind them. But of course, also the implementation, such as the great colour gradients in the mane of the sky lion or in the wings of the leopard owl."

In addition to the models, the new themed area, which borders the LAND OF THE PHARAONS on the west side and the holiday village on the east side, will thrill visitors with spectacular attractions: Take a ride around the new world with your legs dangling freely on the world's first LEGOLAND Wing Coaster **MAXIMUS - The Guardian's Flight**, or experience the freefall feeling in the Fire & Ice Tower - roller coaster action and joyful thrills are guaranteed. Those who feel inspired by the LEGO models on site can also get their hands on LEGO bricks themselves. In addition to "Rebuild the World" and "LEGO Building Fun", the **MYTHICA CreaZone** is the third LEGO building centre in the family theme park. Here, visitors can get creative themselves and help shape part of the LEGOLAND world. Those who want action again afterwards can let off steam in **LavaLand**. The multi-storey playground offers plenty of climbing opportunities and fun slides.

### **Bringing LEGO® MYTHICA to life with augmented reality**

Four of the LEGO models can be brought to life using the LEGOLAND app and augmented reality. After scanning the characters, unique selfies can be taken with the sky lion MAXIMUS and watch baby Lava Dragon hatch from its egg. The sea serpent shows its moves and dives and together with the guests, the lovely unicorn Bobs goes on a virtual search for his lost wing.

Those who would like to book an overnight stay with day tickets for the mythical LEGOLAND season 2023 can still take advantage of the LEGOLAND early bird offer and save until 19 March: [www.LEGOLANDHolidays.de/angebot](http://www.LEGOLANDHolidays.de/angebot).

To download images, visit [www.LEGOLAND.bubm.de](http://www.LEGOLAND.bubm.de)

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

Note to editors:

LEGOLAND Deutschland Resort opened on 17 May 2002 in Guenzburg, Bavaria, and is one of the four most visited theme parks in Germany. Information about LEGOLAND Deutschland Resort can be found at [www.LEGOLAND.de/en](http://www.LEGOLAND.de/en). Admission tickets and accommodation packages can be booked online here.

Season 2023: 25 March to 5 November & WinterWonder LEGOLAND

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

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