



LEGOLAND® Deutschland Resort officially starts the new season on 25.03.2023.

## **PRESS RELEASE**

### **LEGO® MYTHICA Portal unveiled**

### **LEGOLAND® Deutschland starts the 2023 season with mythical highlight**

**Guenzburg, 23 March 2023 - Mythical atmosphere at LEGOLAND® Deutschland Resort in Guenzburg, Bavaria. At the season launch press conference, LEGOLAND Deutschland Managing Director Manuela Stone opened the new LEGO® MYTHICA themed area, accompanied by music and show. The family theme park grows to 11 themed areas. Park visitors can look forward to family adventures in over 68 extraordinary attractions among more than 57 million LEGO bricks in the 2023 season. The highlight of the new mythical themed area is the Wing Coaster MAXIMUS, on whose back passengers experience spectacular upside-down rides. Equally impressive is the probably largest LEGO model in the eleventh area: the giant sky lion, the roller coaster's namesake, is built of approximately 700,000 LEGO bricks, weighs about 3 tons and is 5 metres tall and towers over the roller coaster's station. A total of 1.5 million small, colourful bricks were used for the LEGO models in LEGO MYTHICA, some of which can be brought to life with augmented reality and the LEGOLAND app.**

As part of the press conference for the start of the 2023 season, the family theme park presented the new LEGO® MYTHICA theme world today. From 25 March 2023, guests will enter a mythical parallel world with breathtaking attractions through the portal - a world where LEGO creatures created by children come to life. The 1.2-hectare area is the largest park expansion since its opening in 2002, and the

world's first LEGOLAND® Wing Coaster MAXIMUS - The Guardian's Flight is particularly impressive. Here, passengers sit to the right and left of the track while their legs dangle in the open air. With spiral curves, guests experience a spectacular roller coaster ride and briefly see the world upside down through the corkscrew element - a completely new feeling of freedom. For the little siblings, from 1 metre height and accompanied by their parents, the Fire & Ice Towers provide pleasant tummy tingles. Freefall feeling is guaranteed here in small drops and with spins around their own axis. "The new LEGO MYTHICA themed area has taken my heart by storm. It fascinates me every time I walk through the portal and enter the new world," says Manuela Stone, Managing Director of LEGOLAND Deutschland. "I'm already looking forward to seeing the excited faces of children and families when they set off on a voyage of discovery in this new parallel world."

But building fun is also a great part of the new themed area: in the MYTHICA CreaZone creative centre, visitors can build fantastic mythical creatures, attach them to the LEGO Wall of Fame and thus help shape part of the eleventh themed area. Young visitors can let off steam further in the multi-storey playground LavaLand. Climb up and slide down through a tube or a few floors lower on a wider area.

### **Mythical inhabitants in the new themed area**

LEGO MYTHICA means immersion in a new world. Fourteen radiantly colourful models, built from over 1.5 million LEGO bricks, welcome park guests to the new world. MAXIMUS the sky lion, a 5-metre-high model weighing about 3 tonnes, stands at the station of the roller coaster of the same name and impresses with his flowing mane of colourful bricks. The giant paws protrude far from the building, providing the perfect photo spot for visitors. The large sea serpent model towers between the tracks of the roller coaster and looks with a dangerous gaze at the visitors in the train of the Wing Coaster before they turn into the next curve. Manuela Stone is particularly pleased with the digital aspect here in the 11th area:

"With augmented reality and the LEGOLAND app, the Sea Serpent, Bobs the Unicorn, MAXIMUS the Lion and Baby Lava Dragon can be brought to life. Take great memory pictures or play search games with the dragon model - interacting with the inhabitants of LEGO MYTHICA creates even more reality."

### **Shows, events, parade and LEGOLAND Winter Days.**

"Fantastic, phenomenal..." - the catchy tune will be heard in the park again this season: on selected days, the colourful LEGOLAND Parade with its lovingly themed floats will parade through the park, encouraging visitors young and old to dance and sing along. In addition, the Mythical Summer Nights, the Mysterious Summer Show, the Halloween Monster Party and many other great events provide action and entertainment for park guests.

For many visitors, another LEGOLAND dream becomes reality: for the first time, the resort can also be experienced in winter. Both areas in the park and parts of the Holiday Village will be open during the festive season, inviting guests to WinterWonder LEGOLAND. Experience MINILAND in a coat of snow, thousands of lights and fir trees as well as dreamlike LEGO decorations - the Winter Wonderland will start on 24 November 2023. All information on LEGOLAND events is available at [www.LEGOLAND.de/events](http://www.LEGOLAND.de/events).



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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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