



PRESS RELEASE

Secret unveiled: The LEGOLAND® Parade

Unique attraction for the anniversary season 2022

Guenzburg, 26 May 2022 – Model builders and tailors spend over 2300 hours diligently working on accessories made of LEGO® bricks. More than 500 unique costumes and more than 200 cute LEGO requisites were specially designed and created. In four months, unique wagons in LEGO style were built out of 6 tonnes of Aluminium, 12 tonnes of sustainable mineral material and 1600 hours worth of 3D printed details. These are only a few impressive numbers of the newest attraction at LEGOLAND® Deutschland in the Bavarian City of Guenzburg. Finally, the world's first LEGOLAND parade was presented, which can be experienced until the end of this year's anniversary season on every weekend, on public holidays and during the holiday periods.

The first Curtain falls – kick-off to a great Spectacle for the whole Season

The family theme park made itself and its visitors a unique present for its 20th anniversary – the world's first LEGOLAND parade. The seven parade wagons and the new children's heroes in oversize LEGO format were revealed by Television Moderator Marc Dumitru on a sunny day and under the applause of thousands of guests.

Young and old guest marvelled at the colourful LEGOLAND Deutschland gate, the red fire engine, a pirate ship, the majestic castle including a dragon head, a submarine, a DUPLO train as well as park dragon Olli's luxury limousine and the accompanying dancers and acrobats. "What makes the LEGOLAND parade so unique is the ability to rebuild everything at home. Standard LEGO bricks were used for the wagons on an upwards scale of 1:25. Only the DUPLO train is an exception with a scale of 1:16. If you put together the

original LEGO bricks you will receive our parade in miniature format," explained Retail, Event- and Entertainment Director Martin Lubitzsch.

Sustainable Material & Special Effects provide an unforgettable Experience

Martin Lubitzsch knows how much work went into the parade project: "It was a long way from the conception to approvals to creating the parade wagons. We started the planning in September 2021 and managed to complete this fantastic project within nine months. The atmosphere and joy of our guests was indescribable along the 500 meters long parade route on the parade premiere weekend and shows clearly that the effort was worth it!"

The wagons are mainly made of a mineral resource-friendly synthetic material supported by 4 tonnes of wood and 6.5 tonnes of Aluminium. They are powered by an electric motor. A 3D printer was used and produced special individual elements for the parade wagons in 1,600 hours. Additionally, special light- and sound effects complete the unique experience LEGOLAND parade: The red backlights on the parade convertible shine just as bright as the blue lights on the fire engine and a fog machine does not only cover the knights' castle in a mysterious atmosphere but also makes the cannons on the pirate ship wagon look frighteningly real.

The parade is also accompanied by the LEGOLAND song, which was specifically produced for the parade. A catchy tune that also already has its own dance.

And this is how the seven themed parade wagons ride through thousands of clapping and dancing viewers following the parade route – with fitting new LEGO mascots, dancers, artists and the LEGOLAND song. A spectacle for young and old which will always be remembered.

The LEGOLAND in Guenzburg as international Pioneer

There are ten LEGOLAND parks in the world – the LEGOLAND Deutschland though is the first one to host a parade and is performing pioneer work in this matter. "We have received the great honour and trust of our parent company Merlin Entertainments to develop the first LEGOLAND parade in the world."

Manuela Stone, Divisional Director of LEGOLAND Deutschland continues to summarize the last months: "From the start we had to develop everything by ourselves, as there were no restrictions besides the scale and no experiences. That our concept worked out so well was an incredible team effort which I am really proud of". Manuela Stone's conclusion of

the parade premiere is positive: "So many shining children's eyes along the parade route and adults smiling along – we have definitely hit the right spot of our LEGOLAND audience with the parade. And we are happy to celebrate the coming parades with everyone on weekends, public holidays and holiday periods!"

You can find further information about the parade and all events in the anniversary season online at www.LEGOLAND.de/events.

Notice concerning the current visit regulations: The LEGOLAND park can now be accessed again with undated tickets and annual passes **without** a reservation of the desired visit day. Additionally, there is no mask obligation in the whole resort as well as in indoor areas. Tickets are available at: www.LEGOLAND.de/events

Pictures and videos of the parade are available at www.LEGOLAND.bubm.de



Press Contact:

LEGOLAND Deutschland Freizeitpark GmbH
 LEGOLAND Allee
 89312 Guenzburg

Kathrin Stadlmayr, PR & Social Media Manager
 Lena Erhardt, PR & Social Media Administrator
 Joel De Young, Social Media Administrator

press@LEGOLAND.de

Tel.: +49 (0) 8221-700 221

Press information and images can be found at 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 three 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. Admission tickets and accommodation packages can be booked online.

Season 2022: 2. April bis 6. November

LEGOLAND Germany Resort is part of the Merlin Entertainments Group. Information under www.merlinentertainments.biz,

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