



Press release

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~~Mini mission~~ will help young guests discover theme park's hidden gems!

Alton Towers Resort has launched a fun-packed initiative to help young guests get even more adventure out of their visit!

With so much to see and do at the Alton Towers Theme Park, families are invited to take part in a free mini mission during their visit that will challenge young guests to complete '22 Things to do before you're 1.4metres', collect reward stickers and earn themselves the prestigious title of 'Towers Voyager' or 'Towers Explorer'!

A 'Mini Mission Pack' can be collected from Towers Trading Co. shop, situated on Towers Street, on arrival at the theme park. The challenge is designed to support and encourage learning through fun, exploration and communication skills.

Challenges are Resort-wide and include:

- counting the windows of the Banqueting Hall of the Towers
- discovering the Chinese Pagoda in the theme parks historic Gardens
- finding out what Rays eat in the theme parks Sharkbait Reef by SEA LIFE
- learning Makaton for 'butterfly' demonstrated by Mr Tumble in the Something Special Sensory Garden.

Guests who complete the activity pack will be crowned a 'Towers Voyager' or 'Towers Explorer', depending on their height.

Towers Explorer challenges, aimed at younger guests, will see them explore CBeebies Land and have fun in Big Fun Show Time completing the hop scotch, counting the CBeebies Bugs and meeting some their favourite CBeebies characters to gain their Towers Explorer sticker.

Towers Voyagers will be encouraged to brave some of the Resort's exciting rides to complete their challenge, such as riding the brand new attraction Wicker Man, defeating the zombies in Duel and scream as loud as they can on the Runaway Mine Train to earn their special Towers Voyager sticker.

To mark the launch of '22 Things to do before you're 1.4metres', Alton Towers Resort is giving away more than 400 Season Passes to families who visit and complete the challenge during the May Half-Term (Saturday, May 26th – Sunday June 3rd). Each day during the half-term holiday ten families who complete their mission will win Season Passes for the 2018 theme park season.

Furthermore, all guests who successfully complete the mission throughout 2018 will be entered into a prize draw to win a family short break at Alton Towers Resort.

Laura Gerrard, Senior Brand Manager for Alton Towers Resort, said: “We are really excited to launch ‘22 Things to do before you’re 1.4 metres’ which aims to help guests enjoy even more fun at Alton Towers. Often visitors don’t realise just how much there is to do and see here.

The challenges have been set with clear age ranges in mind, to help families enjoy everything there is to do at the theme park, having fun and learning as they go.”

Earlier this year Alton Towers Resort announced its first Season Pass, allowing people to pay £55 to visit the theme park once and return all year for free, offering families unbeatable value for money.

You can find out more information about ‘22 Things to do you’re 1.4metres’ can be found at altontowers.com/22-Things or by following #AltonTowers22Things on social media.

- **ENDS** -

For more information, to request additional images or to discuss upcoming additional opportunities please contact: Sian Alcock, PR Manager, Alton Towers Resort – sian.alcock@alton-towers.com / 01538 704419.

About Alton Towers Resort

- 2018 sees the launch of Wicker Man – bringing together cutting edge special effects with classic wooden coaster technology for the first time! Wicker Man is the UK’s first new wooden coaster built in over 20 years and joins an amazing line-up of world-class rollercoasters including Galactica, Nemesis, Oblivion, The Smiler and Rita! Alton Towers Resort is Britain’s Greatest Escape with lots of amazing rides and attractions for thrill-seekers, families and kids of all ages!

For more information about Alton Towers Resort or to book your fantastic escape, please visit www.altontowers.com

About Merlin Entertainments plc

- Merlin Entertainments plc is a global leader in location based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 120 attractions, 15 hotels and 6 holiday villages in 25 countries and across 4 continents. The company aims to deliver memorable experiences to more than 65 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its c.29,000 employees (peak season).
- See Merlin Backstage (www.merlinentertainments.biz/backstage or www.facebook.com/merlinbackstage) for an insight into how Merlin delivers memorable experiences to its many millions of visitors to its attractions.
- Visit www.merlinentertainments.biz for more information.