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DESIGNED FOR KIDS, APPROVED BY KIDS

- Young fans join their heroes at the new CBeebies Land Hotel in a giant game of building blocks -

- **Children, Justin Fletcher and Igglepiggle take part in the build of UK's only CBeebies Land hotel designed especially for young families**
- **Alton Towers Resort's CBeebies Land Hotel is set to open in July with themed rooms including Postman Pat, Something Special and In The Night Garden**
- **Bookings for 76-room hotel are now open at www.altontowers.com**

Mini builders donned hard hats and high vis today to check in on the development and build of the UK's first CBeebies Land Hotel designed for young children.

Set to open its doors at Alton Towers Resort in July, the CBeebies Land Hotel is the first hotel of its kind – created exclusively for children and young families.

The four children – Harry, 4, Martin, 6, Ava-Joy, 2 and Akira, 5 – were called upon by the site team to give feedback on what will make the hotel more exciting than anything they've seen before.

Joined by Justin Fletcher and Igglepiggle, the children were some of the very first to visit the site as construction continues until the official opening later this summer.

With 76 rooms set across four floors, the CBeebies Land Hotel will give kids a chance to fully immerse themselves in some of their favourite TV shows – with 34 of the rooms themed around CBeebies biggest programmes including Postman Pat, Something Special, In The Night Garden, Swashbuckle and Octonauts.

Uniquely designed with children in mind, young guests will rule the roost like nowhere else with a jam-packed entertainment schedule that runs from 7am until 9.30pm. available exclusively for CBeebies Land Hotel guests, this will include daily bedtime stories, treasure hunts plus children can meet some of their favourite CBeebies characters such as Postman Pat and Bing.

Each room will have its own separate kids zone, complete with TV's showing nothing but children's favourites, and special areas for drawing and playing – along with regular meet and greets happening all over the hotel for fans to get closer to their heroes than ever before.

Janet Gurr, Hotel Director at Alton Towers Resort, said of the visit: "As the UK's first CBeebies Land Hotel designed especially for children – we know how important it is to get young peoples' insight when developing the hotel. We want the excitement they've brought



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to Alton Towers today to go into every part of the building, and we can't wait to bring their vision to life when we open our doors this summer."

Justin Fletcher, much-loved host of Something Special, said of his first visit to the site: "It's been fantastic to take part in the build of the CBeebies Land Hotel today – and to meet just a few of the children and their families that are inspiring the development of this exciting new venture."

The hotel will lie on the doorstep of Alton Towers' own CBeebies Land, which will open bigger and better for the 2017 season with two brand new attractions – Go Jetters Vroomster Zoom Ride and The Furchester Hotel Live Show.

CBeebies Land Hotel opens its doors this summer, with 76 rooms available for booking. For more information and to pre-book, visit <https://www.altontowers.com/short-breaks/cbeebies-land-hotel/>

CBeebies Land Hotel in numbers

What does it take to create the UK's first hotel exclusively for families?

- 76 rooms
- Four floors
- 96,000 man hours to build
- 18 CBeebies characters
- 34 themed bedrooms
- 14 hours of entertainment every day

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For more information, contact Mischief PR:

Altontowers@mischiefpr.com

0203 128 6600

About Merlin Entertainments plc

Merlin Entertainments plc is a global leader in location based, family entertainment. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 100 attractions, 13 hotels and 4 holiday villages in 23 countries and across 4 continents. The company aims to deliver memorable experiences to its more than 60 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its c.27,000 employees.

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