

## **CBeebies Land launches for 2017 bigger and better with two brand new attractions**

- **Alton Towers Resort welcomes The Go Jetters plus The Furchester Hotel Live!**

Alton Towers Resort has today announced that CBeebies Land will reopen for 2017 season with an extended line up of rides, attractions and live entertainment. The Furchester Hotel Live Show and Go Jetters Vroomster Zoom ride will open on 25th March for the new theme park season and join the existing line up of 12 other attractions in the Land.

As the UK's most watched children's channel, CBeebies favourites are brought to life in CBeebies Land. Opening its doors for a brand new live and interactive show, guests can join Phoebe, Funella, Furgus, Elmo and Cookie Monster at The Furchester Hotel. Guests will make their way through the famous revolving doors before being welcomed with furry arms into the hotel. The show sees the hotel prepare for the exciting arrival of Chick Swagger, guests can sing and dance along to the rock-a-doodle-do hit, Tail Feather Shake.

Join Kyan, Xuli, Lars and Foz on a Go Jetters global adventure as little thrill seekers fly around the world in a Vroomster. With their very own controls, youngsters can guide their Vroomster up and down as they launch from the Jetpad to help to find Grandmaster Glitch.

CBeebies Land is a dedicated area at the UK's number one theme park where children can learn play and meet some of their favourite CBeebies friends to inspire their imagination. The two new rides and attractions join a line-up of existing favourites at CBeebies Land including Postman Pat Parcel Post, Mr.Bloom's Allotment, Justin's House Pie-o-Matic Factory and the In the Night Garden Magical Boat ride.

For an extra special CBeebies experience in 2017, stay at the brand new CBeebies Land Hotel. Opening in Summer, the 76 room, fully themed hotel will be home to bedrooms featuring In the Night Garden, Octonauts, Postman Pat, as well as Swashbuckle and Something Special. Guests can hunt for Postman Pat's parcels, count the jewels in the Swashbuckle room or stay in one of Mr Tumble's starry bunkbeds. Find the Pontipines around the In the Night Garden room, and sleep in the Octopod in a themed underwater experience with the Octonauts. Featuring interactive games and play items, each themed room is uniquely designed to give little ones a sleepover like no other.

With a jam-packed entertainment schedule for all guests to enjoy, the CBeebies Land Hotel will offer meet and greets with characters Bing and Postman Pat, a Swashbuckle game show and Andy's Dinosaur Hunt in which children will help Andy follow the clues to find his missing prehistoric items. There will also be the chance to join Bing in a live show and dance the night away with a CBeebies disco. As darkness falls, guests can take part in some stargazing with the CBeebies Land Hotel presenters before a restful night ready for an action packed day in CBeebies Land!

The new attractions in CBeebies Land open on 25th March with bookings now being taken for the brand new CBeebies Land Hotel from 8th July. For more information on CBeebies Land and to book a stay at the CBeebies Land Hotel, visit [www.cbeebiesland.com](http://www.cbeebiesland.com).

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#### **Notes to editors**

For more information or to obtain high res images please contact the Alton Towers press office on 01538 704015 / 01538 704419.

#### **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 100 attractions, 13 hotels and 5 holiday villages in 24 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 (peak season).

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