



Press release

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Calling all 'Coaster-Mad Dads'

Enthusiasts who've named kids after their favourite rides invited to enjoy special Fathers' Day at Alton Towers Resort

Coaster-mad dads who've named their kids after rides and attractions at the UK's number one theme park are being sought ahead of Fathers' Day.

Alton Towers Resort is appealing for dads who've given their offspring names inspired by rides at the Staffordshire-based Theme Park to come forward and receive a special treat this Fathers' Day, Sunday June 17th. They'll receive a VIP Golden Ticket to the park and the chance to ride Wicker Man, the resort's new wooden roller coaster (referred to by fans as a 'woody' or 'woodie').

Since it opened in 1980 staff at the Resort have regularly been told of babies who have been named after some of the most iconic rides and attractions, thanks to their parents' passions for all things Alton Towers. That includes at least one inspired by Wicker Man, which opened earlier this year.

Theme park enthusiast Gary Rogers, 39 from Glossop in Derbyshire, runs enthusiast site *Attraction Images*. He and his wife welcomed their son 'Alton Woody' Rogers-Brennan into the world in 2016, when work was just beginning on the new Wicker Man ride.

Gary said: *"We'd been hoping Alton Towers would build a 'woody' for several years and decided to take matters into our own hands. Just like busses, you wait ages for one to come along and then you get two 'Alton Woodys' at once."*

Data from the Office for National Statistics shows that between 1996 and 2016 more than 760 babies were listed as being registered with first names that also have a link to Alton Towers Resort including Alton, Blade and Woodie. Yet the theme park is keen to find any more unusual names linked to the park such as Oblivion, Nemesis and Smiler that may have been used as middle names.

James Walker, Marketing Director at Alton Towers Resort, said: *"After four years of development it's great to see how enthusiastic the Alton Towers fans are about our new creation. And there is no greater tribute than naming a child after your favourite rollercoaster."*

“We want to hear from parents whose kids’ names are inspired by Alton Towers ahead of Fathers’ Day. And we’re excited to invite them to enjoy their special day here with their families riding the rollercoasters they love.”

Those who have a child with a registered name related to Alton Towers Resort should email ATPress.Office@alton-towers.com including their name, location, child’s name and details about the choice of child’s name and why it was chosen before midnight on Sunday June 10th.

ENDS

Source:

<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/livebirths/datasets/babynamesenglandandwalesbabynamesstatisticsgirls>

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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 a thrilling rollercoaster experience guaranteed to get your heart pumping and senses tingling! Venture into the world of the Beornen, a primitive community of people of who live in the woods nearby. Be ‘Chosen’ when they invite you to join them on a unique journey that will have you hurtling towards a six-storey high Wicker Man effigy as it spectacularly bursts into flames!

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!

For those with little ones in tow, head over to CBeebies Land where families can explore 14 CBeebies themed rides and attractions and meet some of CBeebies’ most popular characters. Families can also explore Sharkbait Reef by SEA LIFE, learn to drive at Cuckoo Cars Driving School, prepare to do battle with ghosts and ghouls on Duel, ride the Congo River Rapids, catch the Runaway Mine Train or enjoy the spins and thrills on Spinball Whizzer!

Alton Towers Resort is Britain’s Greatest Escape with lots of amazing rides and attractions for ‘kids’ of all ages!

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