

Enjoy 25% off this Feb half term and join Cook & Line from CBeebies' Swashbuckle

Plus, book a short break before 29th February to stay in May and meet your favourite CBeebies characters with up to 30% saving!

Jump aboard the Alton Towers Resort this February half term (12th – 21st February) and save an amazing 25%* off short breaks as it welcomes Cook and Line from CBeebies' Swashbuckle! Join the fun and naughty two-some for an interactive live show as part of a fabulous stay packed with adventure for all the family from only £29.06* per person. Plenty of swashbuckling and enchanting activities await at the Resort hotels with themed entertainment, entrance to the fantastic Waterpark and a visit to the pirate-themed aquarium, Sharkbait Reef by SEA LIFE.

What's more, enjoy a fabulous short break at the Alton Towers Resort in 2016 and save up to an incredible 30%** off your stay! Book to stay in May and experience an exclusive meet and greet with your favourite CBeebies characters! Young guests will have the opportunity to join in the fun and interact with several of CBeebies biggest stars including Tree Fu Tom, Captain Barnacles, and Iggle Piggle for an unforgettable fun filled getaway. After meeting your favourite character, enjoy a range of themed rides, attractions and live entertainment in CBeebies Land which is a completely immersive experience for children and families.

Enjoy an extra special sleepover in a CBeebies Land themed room in the Alton Towers Hotel. Or, book your visit at Alton Towers Resort's Enchanted Village and experience the captivating woodland accommodation nestled deep within the Enchanted Forest. Offering a distinctive stay in both family-friendly woodland lodges and luxury treehouses, it joins two amazing resort hotels, a beautiful spa and Caribbean themed waterpark making the Alton Towers Resort the ultimate place for a short break.

To experience endless excitement at the UK's number one short break destination, book at www.altontowers.com to save 25% off during Feb half term or before 29th February 2016 to save up to 30% on overnight stays. Packages start from just £23.06* per person per night and include a scrumptious breakfast and fantastical entertainment.

Notes to editors

For more information, please contact Carla.woolridge@alton-towers.com or call 01538 704475

***25% off during Feb half term**

Book now and save up to 25% off short breaks from 12th – 21st February 2016. Subject to availability. Prices from £29.06 per person based on 4 sharing a family room. The theme park is closed during February Half Term.

****30% off**

Up to 30 % off Resort breaks when booked before 29th February 2016 to stay on any date from 19th March to 6th November 2016. Subject to availability. Including Alton Towers Hotel, Splash Landings Hotel and Enchanted Village Woodland Lodge. Offers not to be used in conjunction with each other.

*based on 4 sharing

Exclusive meet and greet with CBeebies characters

Book a stay before 29th February 2016 for a stay in May 2016 and receive a private meet and greet with your favourite CBeebies Land characters. Meet and Greet will be in CBeebies Land from 9-10am. Valid for 4 guests and subject to availability. Alton Towers reserves the right to amend the offer. Full terms at www.altontowers.com.

ABOUT MERLIN ENTERTAINMENTS

MERLIN ENTERTAINMENTS plc is the leading name in location-based, family entertainment. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates 111 attractions, 12 hotels/4 holiday villages in 23 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 63 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and c26,000 employees (peak season).

Among Merlin's attractions are - SEA LIFE, Madame Tussauds, LEGOLAND, DreamWorks Tours SHREK's Adventure, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK Resort, Blackpool Tower, Heide Park Resort, Sydney Tower Eye and SKYWALK. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future. Visit www.merlinentertainments.biz for more information.