

FIRST LOOK: ALTON TOWERS REVEALS EXCLUSIVE IMAGES OF NEW THRILL RIDE *WICKER MAN*



16 February 2018: Alton Towers Resort has released first-look images of their latest thrill attraction *Wicker Man*, the first wooden rollercoaster to be built in the UK for 21 years, with the unique thrill of fire. The dramatic images reveal a spectacular six-story (57.7ft) structure, featuring an impressive human face on one side and ram's head on the other, which bursts into flames as the train races through its chest.

Alongside the new images of *Wicker Man* in all its glory, further details revealed include:

- The height of the *Wicker Man* structure is 17.55m (57.57ft)
- Over 40,000 tonnes of soil has been excavated to build the new attraction
- Track spans 2,000ft and is made from naturally treated timber, hand-carved specifically for the project
- Every ride will house 2 trains, each made up of 6 wooden carriages carrying 12 passengers (24 passengers per ride)
- Alton Towers Resort has invested £16 million into the creation of *Wicker Man* which has been in development for the last four years
- *Wicker Man* will open to the public this Spring

Before boarding *Wicker Man*, riders will embark on a journey into the world of the Beornen, a secret community living in the woods around Alton. Lured in by chanting, rhythmic sounds and unseen eyes watching them, guests will 'be chosen' to take part in the cinematic 'pre-show' before braving the ride itself.

Francis Jackson, Operations Director at Alton Towers Resort, commented: "*Wicker Man* is Alton Towers' most ambitious project to date and we're really excited to finally reveal our newest thrill attraction to the world. We've spent four years creating an experience that is truly spectacular by investing in the latest technologies which combine wood, fire and special effects to give riders the genuine feeling that they will be racing through flames. We can't wait for everyone to experience *Wicker Man* when the park opens this Spring."

Keep up to date with the latest *Wicker Man* news by visiting altontowers.com/Wickerman or searching #WickerManRide across social media. To be one of the first to experience Alton Tower's newest thrill attraction *Wicker Man* visit www.altontowers.com to secure your ticket.

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Notes to the Editors

For more information, to request additional images or to discuss upcoming features please contact:

The Academy PR | 020 7100 7100 | 07729 224 771 | altontowers@theacademypr.com

About Alton Towers Resort

Home to the UK's favourite theme park, the Alton Towers Resort offers an amazing combination of rides, attractions, shows and themed accommodation for thrill-seekers and families.

Alton Towers is renowned for its ground-breaking thrill rides including Nemesis, The Smiler, Oblivion and, new for 2018, Wicker Man. Set in over 500 acres of beautiful Staffordshire countryside, the Alton Towers Resort also offers Extraordinary Golf, Rollercoaster Restaurant, a Wacky Waterpark and dozens of other amazing rides and attractions!

For those with little ones in tow, CBeebies Land offers 14 CBeebies themed rides and attractions, plus the chance to meet some of CBeebies' most popular characters. Families can also explore Sharkbait Reef by SEA LIFE, learn to drive at Cuckoo Cars Driving School, and do battle with ghosts and ghouls on Duel.

Alton Towers Resort truly is Britain's Greatest Escape for 'kids' of all ages!

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

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