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ALTON TOWERS RESORT LAUNCHES MONEY SAVING SEASON PASS AS PART OF NEW ROLLERCOASTER ANNOUNCEMENT

- New for 2018, Alton Towers Resort offers guests the chance to pay to enter once and come back throughout the season, thanks to the launch of a *Season Pass*.
- It will give people the chance to be among the first to ride the brand new *Wicker Man*, a globally unique rollercoaster experience fusing wood and fire – due to open in Spring 2018.

8th JANUARY 2018: Alton Towers Resort has announced it will be rolling out a brand new Season Pass, allowing guests to pay to visit once for just £55 and re-enter throughout the season for free*.

The Season Pass, which goes on sale from today (Monday, January 8th), will be available to purchase throughout the year at the Staffordshire-based theme park and online.

The deal is announced as details are released about the latest ground-breaking thrill attraction set to open in Spring 2018 – *Wicker Man*.

Wicker Man is the UK's first new wooden rollercoaster experience in 21 years and comes with a globally unique twist – bringing together wood and fire for the very first time. A *Wicker Man* structure standing at 57.57ft (17.55m) tall – the height of a six-storey building – will dominate the very centre of Alton Towers Resort, appearing to burst into flames as the wooden track races three separate times through the structure.

The project, previously known as 'SW8'**, is the latest in a series of mould-breaking ride launches from the Staffordshire theme park that have helped define the industry. A world-class team of experts continue to work on the new attraction, led by Great Coasters International, the world's leading creators of wooden rollercoasters. The safety of guests has been paramount in the design and build of *Wicker Man*, incorporating the latest in proven safety technology, rigorous testing and hundreds of training hours for ride operators.

Bradley Wynne, Creative Lead at Alton Towers Resort commented:

"We are delighted to finally be announcing Wicker Man as the latest ground-breaking thrill attraction from Alton Towers Resort for 2018. Guests will be 'chosen' to take part in a celebratory 'rite of passage' as they race through the flaming Wicker Man.

"We hope visitors will be blown away by Wicker Man's breath-taking scale whilst the primal essence of the wooden coaster and astonishing effects will leave them delighted, exhilarated and eager to ride again."

Visitors to Alton Towers Resort in 2018 will embark on a multi-sensory rite of passage, in which they'll be drawn into the mysterious world of The Beornen, a shadowy group living in the woods surrounding the theme park.

Season Pass holders will also be able to enjoy all that the Resort has to offer, including over 50 rides, attractions and shows for thrill-seekers, families and kids of all ages as well as glorious historical gardens.

To find out more www.altontowers.com/tickets/season-pass/

Keep up to date on the latest *Wicker Man* details by visiting altontowers.com/wickerman or searching #WickerManRide across social media.

*(Exclusions apply. Full terms and conditions can be found online.)

DOWNLOAD IMAGES HERE: <http://bit.ly/2IUMFtJ>

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Notes to editors

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

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About Alton Towers Resort

Home to the UK's favourite theme park, the Alton Towers Resort offers an amazing combination of rides, attractions, shows & themed accommodation offering fantastical escapism for thrill-seekers, families and kids of all ages. Set in over 500 acres of beautiful Staffordshire countryside, the Alton Towers Resort offers three fantastically themed hotels, an Enchanted Village, wacky waterpark, luxury spa, extraordinary golf, Tree Top Quest, Rollercoaster Restaurant and of course, not forgetting over 50 world class rides and attractions!

**Previously codenamed Secret Weapon 8, *Wicker Man* is the latest world class experience to come from Alton Towers Resort's Secret Weapon Programme. Joining a line-up of ground breaking attractions including Oblivion the world's first vertical drop rollercoaster and Nemesis Europe's first inverted rollercoaster.

To find out more visit <http://www.altontowers.com>.

Alton Towers Resort is part of Merlin Entertainments – www.merlinentertainments.biz