

## Press release

May 11<sup>th</sup> 2018



### **Seconds anyone? Alton Towers Resort to dish up celebrity bash for silver-winning stars**

- **Those famous for coming second place invited to commemorative event being staged to celebrate restaurant's 2<sup>nd</sup> Birthday**
- **Famous faces from the world of music, sport and TV are among guests for unique experience as they celebrate 'everything second'**

Alton Towers Resort is planning to bring together some of the biggest names in sport, music and show-business who are known for just missing out on the top spot, after cooking up the ultimate 2<sup>nd</sup> Birthday Party.

One hundred of the very best 'second placers' from sporting events, music, TV and well-known competitions, such as Miss UK, are being invited to celebrate "everything second" at a birthday party for the Resort's Rollercoaster Restaurant, which turns two next week.

The [Rollercoaster Restaurant](#) is the only one of its kind in the UK, delivering each dish to diners along 400m of track that includes two gravity defying loop-the-loops, a labyrinth of turns, tornado spirals and giant 26ft drops. Each invitee will receive the VIP treatment in respect of their 'almost win', taking their silver coloured seat alongside their fellow famed runners-ups before enjoying a free three course celebratory meal.

Official invites are being sent, via Twitter and in the post, to those who have come second in sporting events such as the FA Cup, Wimbledon and the Olympics, as well as musicians who have been pipped to the post at milestones like Eurovision! Names in the mix include Cliff Richard for coming second in the Eurovision song contest in 1968 with the topically named hit 'Congratulations', Silver medallists from the last Olympic games and the current Manchester United team for the penultimate place in this year's Premiership title race.

The invite list also includes those who missed out on the top spots in TV shows Britain's Got Talent and The X Factor, such as singer Susan Boyle and boyband JLS, Jeremy Corbyn following the 2017

election defeat. In addition to household names will be people from the UK who have been awarded second place in prestigious competitions, such as World's Strongest Man and Miss UK.

The invites will be tweeted to the guest list on social media, giving them the opportunity to RSVP for their seat at the event, which will be themed to celebrate their relevant achievement.

The VIP party will be the culmination of activity to celebrate the Rollercoaster Restaurant's Birthday week, which will also see the first 100 diners at the Rollercoaster Restaurant on Sunday May 13<sup>th</sup> get a slice of the action too, receiving free birthday cake to celebrate.

A spokesperson for Alton Towers Resort said: "We're very excited and utterly thrilled to be celebrating the Rollercoaster Restaurant's second birthday with a party that marks the very best in seconds. Because the restaurant itself is so unique, we wanted to do something totally one-off to celebrate and feel this is very fitting.

"Invites have gone out to the cream-of-the-crop of runners-ups and we hope to see many of them join us for the unique event. If we get a good turnout it has all the ingredients to seriously rival Harry and Meghan for event of the year, which would be incredible.

"The ongoing success experienced by those who have come second on TV shows such as The X Factor and Britain's Got Talent, is testament to the fact that coming second can actually be the icing on the cake! Coming first is sometimes overrated and we want to give these stars the celebration they deserve with a unique VIP experience at the restaurant."

## **Ends**

For more information or images please contact Sian Alcock, PR Manager at Alton Towers Resort: [sian.alcock@alton-towers.com](mailto:sian.alcock@alton-towers.com) / 01538 704419.

## **Example of the invited guests:**

- Sir Cliff Richard – second in Eurovision, 1968, with the song "Celebration"
- Jose Mourinho and the Man Utd Team – Taking penultimate place in the 17/18 Premiership title race
- Buzz Aldrin – For being the second man on the Moon
- Jeremy Corbyn – Runner-up in the 2017 Election following his leadership defeat
- Olly Murs – Second on The X Factor in 2009
- Mark Cavendish – Silver medal in the 2016 Rio Olympic Games for the Men's Omnium
- England Cricket Team – Runners up in the Ashes 17/18
- JLS – Runners up on The X Factor 2008
- Ann Widdecombe – Second place on Celebrity Big Brother 2018
- Great Britain national rugby sevens team – for their silver medal at the 2016 Rio Olympics
- Michael Ball – second in Eurovision, 1992, with the song "One Step Out of Time"
- Susan Boyle – Runner up to Diversity in Britain's Got Talent 2009
- Emilia Clarke – Voted second FHM Sexiest Woman 2017
- Dani Rowe – Second place in the Women's Tour De Yorkshire 2018

- Louise Redknapp – Strictly Come Dancing Runner-up 2016
- Millie Knight – Silver medal in the Winter Paralympics 2018 Downhill Slalom & Super-G
- Gary Cornish – Second British Heavyweight 2017
- Rachel Pitman – Second place in Miss England 2017
- Jedward – Second place in Celebrity Big Brother 2017
- Jamie Lomas – Runner up in I'm a Celeb 2017
- Gemma Atkinson – Strictly Come Dancing Runner-up 2017

### **About Rollercoaster Restaurant at Alton Towers Resort**

The Rollercoaster Restaurant, which opened in May 2016, is the only one of its kind in the UK and plays homage to the thrills of the theme park both old and new including the Corkscrew, Black Hole, Nemesis, Galactica and now Wicker Man. It offers guests panoramic views of their meals speeding down one of the most exciting roller coaster tracks yet. Thousands of people from across the globe have experienced the unique dining experience since the restaurant opened.

Rollercoaster Restaurant serves up gravity defying dishes, each tackling 400m of track, which includes two gravity defying loop-the-loops, a labyrinth of turns, tornado spirals and giant 26ft drops before reaching diners!

The Rollercoaster Restaurant is available during theme park hours to those visiting the theme park, as well as in the evenings for those just wishing to experience the restaurant. Anyone wishing to find out more can visit and book at [altontowers.com/rollercoaster-restaurant](http://altontowers.com/rollercoaster-restaurant).