

FOR IMMEDIATE RELEASE

Building Lasting Memories and Awesome Friendships at LEGOLAND® Malaysia Resort

The resort's largest fun-filled Friendship Fest kicks off, emphasising the importance to connect and interact with friends



ISKANDAR PUTERI, 3 December 2021 – Theme parks ignite a certain joy for many people regardless of age, making visits a lifelong memory. As 2021 draws to an end, LEGOLAND® Malaysia Resort spotlights the celebration of friendship, presenting guests with a fun way to reconnect and share new experiences.

Taking on the theme “Largest Fun, Built on Friendship”, LEGOLAND Malaysia Resort’s Friendship Fest is set to begin on 3 December till 9 January with a list of fresh activities that is sure to keep everyone buzzing with excitement.

“Friendships are built to last, provided there are efforts to keep the connections going and enjoy special moments together. The months of isolation have made it difficult for children and adults alike to do all of that,” said CS Lim, Divisional Director at LEGOLAND Malaysia Resort.

He added, “LEGOLAND itself is a safe and excellent destination for children and families to spend quality and build awesome memories. By extending the Friendship Fest as our latest attraction, we want to bring different ways to help children rekindle drifted connections and make new friends, reminding them again the value of treasuring their BFFs.”

Childcare experts report that friendships are important for a child’s happiness, health, and development. Friendships benefit children by in many ways, including improving social skills as well as developing learning capabilities like collaboration, problem-solving, and communication.

All activities throughout the festival are designed to help them loosen up once again to play and interact with their closest friends and even make new ones. The event is

themed around the LEGO® Friends TV show with its main characters – Mia, Emma, Olivia, Andrea, Stephanie – a super group of girls that are funny, smart, problem solving, fun, quirky, silly, sarcastic and are the kind to not take themselves too seriously. The group also embodies various personality traits, making it easy for anyone to relate and connect with.

This event marks one of the biggest partnerships between LEGO and LEGOLAND Malaysia Resort in recent times. The festival was designed for a journey of fun with colours, performances and even science experiments that entice senses while leaving nothing but a smile on our guests' faces all day. It is truly an event that has something for everyone.

A Glimpse of What to Expect

During the Friendship Fest, visitors will find many fun activities themed according to the LEGO Friends characters around LEGOLAND including: -

A Live Performance:

Sing and dance along with LEGO Friends of Heartlake City super group, girl gang during their performance - [LEGO Friends, LIVE!](#). This is also the very first live LEGO Friends performance ever for LEGOLAND globally and LEGOLAND Malaysia is excited to be the first to share it with Malaysian guests!

Meet and Greet:

Meet the girls up close and share a moment with your favourite or all of them as they cruise around in their NEW Rides blasting their favourite songs! You might even get to catch Olivia's Robot Zobo and Emma's Motor Scooter.

Other Activities:

- Sing your heart out and express yourself freely at **Andrea's Karaoke** booth!
- Nurture your love for animals at **Mia's Stables** and build a Bella – Mia's favourite horse!
- Embrace your competitive side with **Stephanie's Shoot and Score**. Be prepared to show off your sporty skills and become top of the scoreboard.
- **Emma's Expressive Art Class** is where you can let your imagination flow.
- Move your body with **Stephanie's Stepathon**.
- If you're as curious as Olivia, check out **Olivia's Mad Science** show to learn some crazy experiments.
- Love a good mystery and problem to solve, get your detective hat on to help the girls find a few missing belongings with **Friends Fun Find**.
- Embrace 2022 with a spectacular light show with a LEGO twist at the **Fireworks Extravaganza** at 8.00pm on 31 December
- Dance with the LEGO Friends to their favourite Holiday Song at the **LEGO Friends Xmas Special**
- Stand a chance to win amazing gifts everyday at our daily **Advent Calendar Draw when you spend more than RM50 at any LEGOLAND Retail Store**.
- Say farewell at our daily **Farewell Show** where we light up LEGO Duplo Tree to end the day on a festive show.

Contests:

- Strut your stuff down the catwalk and let your inner celebrity lose during **Andrea's Catwalk Contest** – you may just be the winner of some fantastic prizes.
- Put your building skills to the test with **Mia's Speed Building** cause she's looking for the fastest builder to gift a special prize.

LEGO DOTS Promotion

LEGOLAND Malaysia Resort is also offering guests the opportunity to create their own DOTS bracelet at the DOTS cart and bring it home, completely free of charge, with the purchase of any LEGO Friends or LEGO DOTS playsets valued at RM149 and above.

For more information on the exciting line-up of activities, head over to the official website, <https://www.legoland.com.my/explore/shows-entertainment/friendship-fest-1/> or via the social media pages on [Facebook](#) and [Instagram](#).

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Friendship Fest Promotions From LEGOLAND Malaysia Resort

12.12 24-Hour Super Sale	Customers can get 50% off when they purchase any 1-Day Theme Park, 1-Day Double Park or 1-Day Triple Park ticket on 12 December 2021.
Exclusive Hotel Promotion for Triple Park Annual Pass Holders	Triple Park Annual Pass Holders are entitled to get 20% off their next hotel stay with the promo code "APHP1".
Early Bird Gets The Worm	Guests that book their 1-Day Single Park, 1-Day Double Park, or 1-Day Triple Park tickets at least 3 days in advance are eligible for a 25% discount on their tickets.
LEGO Shopping Spree	<p>1 - Shop LEGO Exclusives and accessories and get 30% off any one (1) LEGO Playsets of your choice.</p> <p>2 - Redeem and Customize your FREE LEGO DOTS Bracelet with Min. spend of RM 149 on LEGO Friends/LEGO DOTS playsets.</p>

(*Ticket and Hotel promotions are exclusively available on the official LEGOLAND Malaysia Resort website)

LEGOLAND Malaysia Resort Friendship Festival Guide

SHOW GUIDE

Opening Ceremony
10:00 @ The Beginning
Your chance to win some amazing prizes! Draw at Farewell show.

Andrea's Karaoke Booth
10.00 – 19.30 @ The Beginning
Do you have a sweet voice like Andrea? Come & Sing there are so many songs to choose from!

Stephanie's Shoot & Score
10.45 | 13.20 @ The Beginning
Get sporty like Stephanie! How many balls can you Shoot & Score?

Olivia's Café
12.30 @ The Beginning
Visit Olivia's café, there is always something delicious to satisfy your sweet taste buds!

Advent Calendar
Enter @ The Beginning 19:30 @ The Beginning

Mia's Stables
Help build Mia's favourite horse Bella @ The Beginning

Emma's Photo Studio
Visit Emma's Photo Studio, Pose like a model & get ready for your best photo shoot! @ The Beginning

SHOW GUIDE

NEW & EXCLUSIVE! Meet & Greet FRIENDS on tour
Meet the girls with their all-new cool vehicles!
12.30 | 15.15
From LEGO CITY to The Beginning

A few LEGO Friends belongings are missing! Can you help find them all? Register and collect your prize @ Mia's Stables

FRIENDS Fun find

Toy Soldier Surprise
10.45 | 13.20 @ The Beginning
LEGO City

Chief's Kitchen Chats
10.30 | 14.15 @ The Beginning
LEGO City

Santa Says Hello!
10.40 | 11.40
13.45 | 16.35 @ The Beginning
Christmas Tree

Olivia's Petting Show
12.30 @ The Castle Stage
LEGO Longhorn
Meet & Greet Olivia
11.30 | 12.40 | 13.30
16.25 | 18.00

LEGO Friends LIVE!
At City Stage @ LEGO CITY
11.00 | 14.00
NO SHOW ON WEDNESDAYS
The girls are preparing for their best performance yet for the Heartlake City concert!
Please arrive 15 minutes before the show doors will close when show starts

SHOW GUIDE

Mia's Speed Building
15.00 Dec 4th & 5th
@ The Beginning
Limited availability
Mia is looking for the fastest builder! Join & Build, you could win something.

Olivia's Magic Science Experiment
17.00 @ The Beginning
Watch Olivia demonstrating some crazy science experiments!

Andrea's Catwalk Contest
17.00 @ The Beginning
Come dressed as your favourite LEGO® Friend or in Pink or Purple colours & strut your stuff on stage

Stephanie's Strophon
17.00 @ The Beginning
Work out with Stephanie, she will show you some cool moves!

Emma's Expressive Artclass
15.00-16.00 @ The Beginning
Be artistic like Emma! Express your colour on the art board & be a part of this arts masterpiece.

Meet The Mexican Maraca Man
11.00 | 13.00 @ LEGO NINJAGO World
17.00 @ Dino Island, Land of Adventure

Meet Kai
11.00 | 13.55 @ LEGO NINJAGO World

Meet Wizard
12.00 | 15.00 @ City Stage, LEGO City

Whisper's Live Show
12.00 | 15.00 @ City Stage, LEGO City

Fireworks Extravaganza!
December 31st
7pm NYE Countdown and Fireworks at 8pm

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About LEGOLAND® Malaysia Resort

LEGOLAND® Malaysia Resort brings together a LEGOLAND Theme park, Water Park Hotel and SEA LIFE in one LEGO® themed location. It is the ideal family holiday destination with more than 70 hands-on rides, slides, shows and attractions. It is the first of its kind in Asia that offers comprehensive adventure, education and fun for either an action-packed day trip or a short break destination ideal for families with kids aged 2 to 12 years old.

The Theme Park is divided into eight themed areas containing thrilling rides, exciting LEGO workshops, awe-inspiring Miniland where Asia's interesting landscapes, countries and landmarks are recreated in miniature made with more than 30 million LEGO bricks. The Water Park is the largest LEGOLAND Water Park in Asia which features 20 unique slides, waves, wade pools, interactive water-play structure and Build-A-Raft River.

LEGOLAND Hotel Malaysia is the first LEGO themed hotel in Asia. Choose your preferred theme room at a hotel all equipped with LEGO theming elements, giving you choices to be trained like a NINJA, playing pirate, commanding a Kingdom or embarking on an adventure option. All rooms include a king- sized bed for parents and a separate private sleeping area for 3 kids. Participate in our in-room treasure hunt activity and stand a chance to win cool LEGO gifts.

SEA LIFE is the world's largest international aquarium brand with more than 50 outlets in the world and it is the latest addition to LEGOLAND Malaysia Resort. This attraction will immerse all guests in an intimate and interactive journey underneath the waves. All visitors will have chance to enjoy up-close experiences with sea creatures and be inspired to learn more about our blue planet's invaluable natural marine assets through magical storytelling, interactive displays and hands-on encounters. SEA LIFE Malaysia has more than 25 display tanks in 11 habitat zones featuring 13,000 amazing sea creatures. The Malaysian Rainforest is one of the unique exhibit zones featuring local creatures in Malaysia. Don't miss this special zone where you can never find it in other SEA LIFE attractions.

About Merlin Entertainments

Merlin Entertainments 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 more than 135 attractions, 21 hotels and 6 holiday villages in 24 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its millions of visitors worldwide, through its iconic global and local brands, and the commitment and passion of its employees. Visit www.merlinentertainments.biz for more information.