



## MEDIA ALERT



### **LEGOLAND Malaysia Resort Keeps Families Entertained at Home with 30-Day LEGO Challenge**

*Families can stretch their creativity and imaginations while practising social distancing and win awesome LEGO® themed prizes*

**ISKANDAR PUTERI, 17 APRIL 2020** – LEGOLAND® Malaysia Resort recently launched its 30-Day LEGO® Challenge on [social media](#), inviting families to build various LEGO creations based on daily themes. By joining in the daily challenges, families have a chance to stretch their imaginations and win exclusive LEGO-themed prizes.

In view of the temporary closure of LEGOLAND Malaysia Resort due to the Malaysia's Movement Control Order (MCO) and travel bans, the LEGO Challenge serves as one of the many ways families can continue to enrich the lives of their children while spending quality time together. The challenge, which will continue until the 5<sup>th</sup> of May has already received an overwhelming response with over 5,000 entries across 9 days.

“While our resort remains temporarily closed in line with the government’s MCO, we wanted to support families as they continue to navigate their way through home-based learning. With that in mind, we decided to launch the 30-Day LEGO Challenge to bring activities that would normally be held at the resort right into the homes of everyone. These activities are backed by our LEGO DNA of building creativity through play and will be a helpful tool for families who are worried about their children’s continued enrichment and education during this time,” said C.S. Lim, Divisional Director at LEGOLAND® Malaysia Resort.

Each day during the challenge, LEGOLAND’s LEGO Builders Panel will select six winners based on overall coolness, originality and the best use of LEGO elements. Prizes range from exclusive LEGO sets and LEGO-themed giveaways. There is even a surprise prize for all participants. So far, some of the most creative themes for the 30-Day LEGO Challenges include creating the coolest new dinosaur that ever existed, the coolest thing you can create with 50 bricks, and the best LEGO Sandwich ever!

After the LEGO Challenge has been completed LEGOLAND® Malaysia Resort has lined-up many more interactive activities that families can engage in, including: -

- **The LEGO Build Tips & Tricks** – LEGOLAND will be releasing a series of videos with tips and tricks from LEGO Builders on how to build some of the most creative builds at home
- **Bring Back the Awesome Giveaway** – LEGOLAND will be running a giveaway where winners will walk away with some exclusive LEGO sets. Participants simply need to share their most awesome memories from their last visit at the resort and stand a chance to win.
- **LEGO Themed Digital Puzzles and Interactive Content**

These activities are part of the broader initiative by the resort's parent group Merlin Entertainment to bring a touch of '[Merlin Magic](#)' with a range of fun activities and content across the world. For more updates, promotions and stay at home activities by LEGOLAND® Malaysia Resort, please visit: <https://www.facebook.com/LEGOLAND.my>

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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 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 more than 130 attractions, 20 hotels and 6 holiday villages in 25 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 67 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its

managers and 28,000 employees (peak season). Visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.