



NEWS RELEASE

BOSTON PUBLIC LIBRARY WINS LEGOLAND® DISCOVERY CENTER BOSTON'S MINILAND® CONTEST

Fans overwhelmingly choose iconic landmark to be immortalized in LEGO® bricks at LEGOLAND® Discover Center Boston's MINILAND®

SOMERVILLE, Mass. (Dec. 16, 2013) – The Boston Public Library, the first publicly supported municipal library in the U.S., overwhelmingly won LEGOLAND® Discovery Center's MINILAND® contest and will be immortalized in LEGO bricks alongside other Boston landmarks when the attraction opens in May at Assembly Row in Somerville.

A large-scale replica of the iconic structure, which received more votes than any other Boston landmark, will be unveiled this spring prior to the grand opening.

Fans were invited to vote for their favorite Boston landmark to be recreated out of LEGO® bricks via LEGOLAND Discovery Center Boston's [Facebook page](#) from Nov. 11 through Dec. 13. Boston Public Library was the top vote-getter from a list that included the Custom House, Faneuil Hall, Fenway Park, Old South Meeting House, Old State House, Prospect Hill Monument, Prudential Tower, TD Garden and Trinity Church.

MINILAND, the most distinctive part of every LEGOLAND Discovery Center, is unique to the area where the attraction is located. MINILAND at LEGOLAND Discovery Center Boston will feature a miniature landscape of area buildings, attractions and other significant sites.

“The Boston Public Library is a significant and historic building and is certainly deserving of this honor,” said Kelly Smith, Marketing Manager for LEGOLAND Discovery Center Boston. “It’s important for us to hear from the community so that MINILAND can best represent the landmarks our fans love most in this area.”

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About LEGOLAND® Discovery Center Boston

Scheduled to open in May 2014, LEGOLAND® Discovery Center Boston will be the first and only one in New England. The 44,000-square-foot indoor attraction, geared toward



children aged 3 to 10 and their families, will feature millions of LEGO® bricks and will offer a fun, highly interactive and educational two- to three-hour indoor experience. The attraction will feature interactive LEGO experiences, LEGO® Rides, LEGO® Studios 4D Cinema, LEGO® MINILAND featuring replicas of Boston landmarks made out of LEGO bricks, LEGO® Factory Tour and birthday rooms.

About Merlin Entertainments Group

MERLIN ENTERTAINMENTS is the leading name in location-based, family entertainment, and has seen dynamic growth over the last five years. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates 99 attractions, eight hotels/three holiday villages in 22 countries and across four continents. The company aims to deliver memorable and rewarding experiences to its 54 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 22,000 employees.

Merlin has nineteen attractions in the USA - including two stunning **LEGOLAND Resorts** – **LEGOLAND Florida** with its Water Park and **LEGOLAND California** theme park with Water Park, SEA LIFE aquarium and exciting new hotel; **Madame Tussauds** celebrity wax attractions in New York, Washington DC, Las Vegas and Hollywood; **LEGOLAND Discovery Centers** in Chicago; Dallas/Fort Worth; Kansas City Missouri; Atlanta, Georgia; and Westchester, New York; and **SEA LIFE** aquariums in Phoenix, Arizona; Kansas City, Missouri; Dallas/Fort Worth; and the Mall of America in Minneapolis - underlining the company's position as the world's biggest global aquarium operator.

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