



**For Immediate Release**

## **First in Asia LEGO® Star Wars™ Miniland Model Display Launched at LEGOLAND® Malaysia Resort**

**Nusajaya, 3 September 2014** – In conjunction with its upcoming second anniversary, LEGOLAND® Malaysia Resort announced the opening of LEGO® *Star Wars*™ Miniland Model Display at the Resort. This is the first attraction of its kind in Asia and the latest LEGO® model display to open at a LEGOLAND® around the world.

The attraction features seven scenes from the six *Star Wars*™ films and *The Clone Wars*™ animated series in great detail. In total, the attraction features more than 2,000 LEGO® models built to a 1:20 scale using 1.5 million LEGO® bricks. The attraction officially opens its doors to the public on 6 September 2014.

“We are confident that guests to LEGOLAND® Malaysia Resort will find their visit here more exciting than ever for the whole family. Being fully indoors and air-conditioned, families can easily spend more than an hour exploring this new model display alone in addition to the over 70 hands-on rides, slides, shows and attractions at the Resort,” said Mark Germyn, General Manager LEGOLAND® Malaysia Resort.

“With RM6 million invested in this new attraction, the Resort is continuously looking to grow stronger tourism value and attract more international visitors. The key strategy we are using is adding a new element annually to ensure guests have exciting reasons to visit and come back for more,” he added.

The LEGO® *Star Wars*™ Miniland Model Display is housed in an octagon building with a floor size of 900m<sup>2</sup> that has been divided into eight areas. Six areas house one iconic scene each from the six *Star Wars*™ films, while the seventh area features a scene from the animated film *Star Wars: The Clone Wars*™. The eighth area offers a dedicated retail section for LEGO® *Star Wars*™ products. The merchandise includes hard-to-find LEGO® building sets for sale such as the Death Star, R2-D2, Millennium Falcon, Super Star Destroyer, Ewok Village and much more. The shop will also have the full line of LEGO® *Star Wars*™ play materials in addition to LEGO® *Star Wars*™ keychains, magnets and a variety of caps and T-shirts.

The seven featured scenes depict planets such as Naboo, Geonosis, Kashyyyk, Mustafar, Tatooine, Hoth, Endor and Christophsis. Visitors can take a chronological walk through the *Star Wars*<sup>™</sup> timeline to marvel at the models, including the 2.65m tall Crystal City, the largest of all the LEGO<sup>®</sup> *Star Wars*<sup>™</sup> models, and the iconic *Millennium Falcon* made up of 19,200 LEGO<sup>®</sup> bricks – reaching 1.8m long and 1.3m wide. Meanwhile, interactive buttons will allow visitors to activate the animatronics within each scene.

Fans will also be able to commemorate their visit by taking photos with their favourite characters, built entirely of LEGO<sup>®</sup> bricks. There will be 85cm tall models of Anakin Skywalker, Boba Fett, C-3PO, Commander Rex, Darth Maul, Han Solo, Luke Skywalker, Princess Leia, Wicket the Ewok and Yoda, in addition to life-sized models of C-3PO, R2-D2 and a 2.7m tall Darth Vader wielding a lightsaber.

Fifty percent of the over 2,000 models at the LEGO<sup>®</sup> *Star Wars*<sup>™</sup> Miniland Model Display were built in Malaysia and the rest were shipped from Germany and the Czech Republic. The Master Model Builders team took a total of approximately 8,000 man hours to complete the LEGO<sup>®</sup> models. The installation process was supported by a team of technicians and landscapers who developed the special layout for optimum realism. For the finishing touch, authentic *Star Wars*<sup>™</sup> sounds, animatronics and lighting effects were added to make the models even more lifelike.

Throughout the month of September, various LEGO<sup>®</sup> *Star Wars*<sup>™</sup> activities have been lined up to commemorate the anniversary celebrations, including a free entry promotion for children dressed up as their favourite *Star Wars*<sup>™</sup> characters. The promotion will be from 6 – 30 Sept 2014. Additionally, Annual Pass holders will enjoy preview periods from 1 – 5 Sept before the attraction opens to the public. All valid Annual Pass holders will be required to sign up online for the preview. There will also be special birthday fireworks on September 15 at the Resort starting at 8pm.

For more information, visit [www.LEGOLAND.my](http://www.LEGOLAND.my) or call the reservation office at +607-597-8888. You can also keep up-to-date with our exciting activities on Twitter at [https://twitter.com/legoland\\_my](https://twitter.com/legoland_my) and Instagram at <http://instagram.com/legolandmy>.

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### **About LEGOLAND® Malaysia Resort**

The LEGOLAND® Malaysia Resort brings together a LEGOLAND Theme Park, Water Park and Hotel in one LEGO® themed location. It is a family holiday destination with more than 70 hands-on rides, slides, shows and attractions, designed for families with children aged 2-12. It is the first of its kind in Asia and will offer adventure, education and fun for action-packed day trips or as a short break destination.

### **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 100 attractions, 10 hotels and 3 holiday villages in 22 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 60 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 20,000+ employees.

Merlin currently has eleven attractions in Asia including Madame Tussauds in Bangkok, Shanghai, Tokyo, Hong Kong, Beijing and Wuhan, China; the fantastic LEGOLAND Malaysia Resort with its theme park, hotel and water park; world leading aquaria in Busan, Bangkok and Shanghai, - underlining the company's position as the world's biggest global aquarium operator; and a LEGOLAND Discovery Centre in Tokyo. Attractions are also in development in Shanghai, Chongqing and Singapore.

Visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.

### **About Themed Attractions and Resorts Sdn Bhd**

Themed Attractions and Resorts Sdn Bhd, a wholly-owned subsidiary of the Malaysian Government's investment arm, Khazanah Nasional Berhad, was incorporated in June 2009 to develop, manage and operate theme parks and attractions in Malaysia, serving as a catalyst for the leisure and tourism industry and bringing premier international theme parks and attractions to the region. The theme parks include KidZania Kuala Lumpur, an indoor family education and entertainment centre, which offers an interactive learning and entertainment experience; LEGOLAND Malaysia - the sixth LEGOLAND in the world and the very first in Asia, operated by the Merlin Entertainment Group; SANRIO HELLO KITTY TOWN, the first of its kind outside of Japan; The Little Big Club, a single themed attraction that is home to five popular global characters; and LAT's Place, a themed restaurant with live animation based on the popular Kampung Boy (Village Boy) character by famous local cartoonist, LAT. Themed Attractions will also develop, manage and operate KidZania Singapore.

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