



LEGOLAND® Malaysia Resort Exhibits Inspiring LEGO® Murals to Honour Pandemic Heroes

Complementing its continued efforts in driving domestic tourism, including an extraordinary collaboration with Malaysian Association of Hotels Johor Chapter and Tourism Johor

ISKANDAR PUTERI, 11 September 2020 – Step into LEGOLAND® Malaysia Resort and get set to be greeted by the many faces of amazing heroes who have been keeping our lives going in the last few months.

LEGOLAND Malaysia Resort has unveiled a series of life-size LEGO® Frontliner Murals as a tribute to the admirable contributors in the fight against the COVID-19 pandemic. Adding to its colourful surrounding, the stunning creations will be displayed at LEGOLAND Theme Park to inspire visitors and Malaysians at large to remember their merits for the nation.

Initiated by the resort's employees with the help of the Malaysian LEGO Building community, a total of five murals were completed in 9 days using over 150,000 pieces of LEGO bricks. These inspiring displays depict portraits of frontliners who have dedicated themselves to ensure safety and restore the lives of Malaysians, including doctors, medical practitioners, government officials, policemen and army. The murals also feature various essential workers from delivery riders to cleaners and media personnel and will be on display from the 12th of September onwards for a limited time.

“Our LEGO murals are made in thoughts of the unwavering efforts from our frontliners to keep our nation safe. We would like to thank the Malaysian government and every single frontliner for their indomitable dedication, determination, and courage in the battle against the Covid-19 pandemic,” said C.S Lim, Divisional Director at LEGOLAND Malaysia Resort.

“Their contributions are integral in enabling LEGOLAND® Malaysia Resort to resume our operations and providing Malaysians the ability to enjoy their vacations again. What better way to honour them by cementing their place in history with these murals, while ensuring that our future generations remember the sacrifices that they have made for us,” C.S added.

“The Ministry of Health hopes that the murals will serve as a reminder and educational point for Malaysians to remain steadfast in adhering to the Covid-19 SOPs that have be outlined. With the joint effort of the government and private institutions such as LEGOLAND Malaysia Resort we hope to perpetuate this culture of the new normal amongst all Malaysians so that we can continue to restart our economy,” said YB Dato' Sri Dr. Adham bin Baba, Minister of Health.

The honours do not stop just at the murals. LEGOLAND Malaysia Resort is also returning the favour to the frontliners with a well-deserved break at the resort. A total of 3,000 park access tickets were presented to representative from five departments including the Johor State Government, Royal Malaysian Police Johor, Malaysian Armed Forces, Fire and Rescue Department Johor and the Johor State Health Department.

A host of special deals are also available exclusively for the frontliners, including 50% off day passes and hotel stay at LEGOLAND Hotel.

Encouraging more Malaysians to join the appreciation

As a way to encourage families to experience the murals as a new attraction, LEGOLAND Malaysia Resort has collaborated with Malaysian Association of Hotels Johor Chapter (MAH-JC) and Tourism Johor to introduce the **Play in LEGOLAND, Stay in Johor** packages.

The collaboration features a variety of vacation packages that bundle LEGOLAND Malaysia Resort access tickets with a hotel accommodation of choice in Johor, providing greater flexibility and added value to excite more Malaysians to travel locally.

“As the frontliners continue to keep us safe, we are doing our part in helping to restore a better economy by enabling a vibrant domestic tourism sector. As the only international theme park in Malaysia, we hope to bring the industry on board with this shared goal, while blending LEGOLAND Malaysia Resort’s appeal as an all-in-one family resort and Johor’s myriad of tourism offerings to entice Malaysians to choose Johor as their preferred holiday destination,” C.S. shared.

The *Play in LEGOLAND, Stay in Johor* package allows Malaysians to purchase a voucher at a set value, which they can later redeem for accommodation at any of the participating hotels in Johor and LEGOLAND Theme Park Passes for families with over 50% in savings. The Triple Park Pass provides guests with full access to the resort i.e. the Theme Park, Water Park and SEA LIFE Malaysia. Comes with an extended validity until June 2021, the vouchers are available on both the LEGOLAND Malaysia Official website.

“I commend LEGOLAND Malaysia Resort for their collaboration with the Malaysian Association of Hotels to introduce the “*Play in LEGOLAND, Stay in Johor*” packages. Having our industry players working together will be the key to our shared success and to drive more visitors to visit Johor,” said YAB Datuk Haji Hasni Bin Mohammad, Chief Minister of Johor.

“This campaign by LEGOLAND Malaysia Resort serves as a great model of how the industry players can play their part in helping to rejuvenate and hopefully jump-start the tourism industry which was severely hit by the pandemic. This collaboration is in line with the tourism industry’s recovery strategy and the right step forward in continuing to revive the economy,” said YB Dato’ Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture.

To plan your next trip to see the LEGO® Frontliner Murals, head over to the official website at www.legoland.com.my or via the social media pages on [Facebook](#) and [Instagram](#).

List of promotions

LEGOLAND Malaysia Resort Promotions	Details
Play in LEGOLAND, Stay in Johor	LEGOLAND AwesomeXperience for 4: Stay and play for RM849 (for 4 pax) <ul style="list-style-type: none">○ 2D 1N Hotel and Breakfast○ 4 Theme Park Tickets (2 adults and 2 children)○ RM50 voucher (RM20 retail + RM30 F&B) LEGOLAND PremiumXperience for 3: Stay and play for RM499 (for 3 pax) <ul style="list-style-type: none">○ 2D 1N Hotel and Breakfast○ 3 Theme Park Tickets (2 adults and 1 children)

Exclusive Frontliner Promos	<ul style="list-style-type: none"> • Buy day passes at 50% off <ul style="list-style-type: none"> ○ Entitled for frontliners and family members ○ Only eligible if purchased at LEGOLAND Malaysia Resort Ticketing Counter • Book a Themed room at RM400 per night (inclusive of breakfast) <i>(R.P: RM820 per night)</i>
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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 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 for more information.