

FOR IMMEDIATE RELEASE



Brick-Or-Treat is Back with an Augmented Reality Twist at LEGOLAND® Malaysia Resort

Resort brings families together through innovative new ways to learn while having a spooky fun time

ISKANDAR PUTERI, 30 September 2019 – Families planning their Halloween celebrations at LEGOLAND® Malaysia Resort are in for yet another treat this year. Throughout the month of October, the resort will be decked out in a spooky fun Halloween theme, complete with spooky fun activities for every ghost hunter and trick-or-treater.

For the first time, LEGOLAND Malaysia Resort is employing AR technology to provide a more immersive eduplay experience for the whole family. At the *Hidden Sides Haunted School Bus* which will be parked at the beginning area of the LEGOLAND theme park, families can hunt for LEGO ghosts through the augmented reality platform available with the built LEGO sets. This limited-time interactive experience is in line with the recent launch of the brand-new LEGO Hidden Sides which are basically three games rolled into one: it is a classic building toy, a tech toy, and an AR game.

“At LEGOLAND Malaysia Resort, we are always exploring new and innovative ways we can celebrate our yearly celebrations such as Brick-or-Treat. This year, the new Hidden Sides set offer our visitors a fun new experience through AR, blending future tech with our timeless toy. We believe in harnessing new technologies to help families be more creative, learn how to problem solve and ultimately, build better relationships with each other,” said Kurt Stocks, General Manager at LEGOLAND® Malaysia Resort.

More Spooky Fun For Everyone

Meanwhile, diehard Trick-or-Treat-ers should head straight to the *Knock Knock Alley* where they can meet new and interesting LEGO characters, collect the best treats, and peek into brand new worlds with every door they knock on.

That's not all! There will be tons of other fun Halloween-themed activities available at the park, including:

- *Frankie's Haunted Hoedown* – Families shouldn't miss the biggest Halloween party in town where everyone, including Frankenstein, Vampire, and Witch, are invited!
- *LEGO Friends Halloween Special* – Meet the LEGO Friends at their LIVE show as they do their high-energy performances in their special Halloween outfits.
- *Brick-or-Treat themed building activities* – Help the scarecrows build LEGO pumpkins for their Pumpkin patch and scare away the ghosts and ghouls!
- *SEA LIFE is Haunted!* – Our marine sanctuary is haunted! Help our aquarists find and capture all 8 ghosts in SEA LIFE Malaysia and stand a chance to win a surprise gift!

Month-Long Halloween Promotions

LEGOLAND Malaysia Resort is also offering awesome promotions from 1st October until 3rd November such as a 50% discount for a day ticket when any Annual Pass holder brings a friend for our spooky fun celebration. Don't forget that kids dressed in Halloween costumes can enter for free when accompanied by an adult who has a full priced ticket!

For more information on the upcoming activities and happenings around the theme park and resort, check out LEGOLAND® Malaysia Resort official website www.legoland.com.my or via the social media pages on [Facebook](#) and [Instagram](#).

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For media enquiries, please contact:

Stephanie Lee

LEGOLAND® Malaysia Resort | Merlin Entertainments Group

Tel: +6 07 597 8829

Stephanie.Lee@legoland.my

Kaylynn Chan / Lynn Lim

Archetype Malaysia

Tel: +6 03 2282 2152

legoland@archetype.co

About LEGOLAND® Malaysia Resort

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, and designed for families with children aged 2-12. It's the first of its kind in Asia and offers adventure, education and fun for action-packed day trips or short break destination. LEGOLAND® Malaysia Resort was presented with the Innovative International Theme Park award by the Brandlaureate International Awards Singapore 2018. The resort was also named one of the top 10 amusement parks in Asia by TripAdvisor®. Having bagged these achievements and many more unstated, LEGOLAND®

Malaysia Resort seeks to continue to expand and bring new additions to the Resort, to ensure that it remains the crown jewel of Malaysia.

SEA LIFE Malaysia is the first SEA LIFE to open in Malaysia, lying adjacent to other existing ventures of Merlin Entertainments – LEGOLAND® Malaysia Theme Park, LEGOLAND® Water Park and LEGOLAND® Hotel. Located at the heart of Iskandar Puteri, the unique and interactive sea aquarium provides visitors with a fun and educational underwater experience. Through compelling storytelling and up-close interaction, SEA LIFE Malaysia aims to engage and inspire kids to learn about the oceans throughout its 11 different habitat zones.

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 120 attractions, 18 hotels and 6 holiday villages in 23 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 66 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 26,000 employees (peak season).

Merlin currently has more than 15 attractions in Asia including world renowned brands of Peppa Pig, Little Big City, Madame Tussauds, SEA LIFE, LEGOLAND® Discovery Centres and the fantastic LEGOLAND® resort with its theme park, hotel and water park. The operations span across 10 countries and territory. Visit www.merlinentertainments.biz for more information.