



FOR IMMEDIATE RELEASE

LEGOLAND Malaysia Gears Up for a Brick-tastic 2024: More Culture, More Fun, More Reasons to Stay!

KUALA LUMPUR, 30 January 2024 – Buckle up, minifigure fans! LEGOLAND® Malaysia Resort is revving up for an epic 2024, doubling down on what makes it uniquely awesome: bringing Malaysia's vibrant culture to life in bricks and boosting the "learning through play" magic that's the heart of the LEGO® DNA.

Partnering with the Ministry of Tourism, Arts and Culture (MOTAC), LEGOLAND Malaysia is aiming to be a major player in Malaysia's exciting tourism comeback. With MOTAC's 2024 optimistic international visitor targets in place, LEGOLAND Malaysia is ready to attract and welcome international tourists with open arms (and minifigure hands!) by offering a uniquely Malaysian experience they can't find anywhere else.

"2023 was an exciting year for LEGOLAND Malaysia," says CS Lim, Divisional Director of LEGOLAND Malaysia Resort. "We saw families rediscover the joy of our resort, fueled by thrilling new attractions like MINILAND Amazing Malaysia, captivating LEGO 4D movies and our new LEGO Friends Rooms at the LEGOLAND Hotel. Our annual pass program also proved a huge hit, offering endless value and year-round adventures."

Monthly Celebrations: A Year of Brick-tastic Fun!

In 2024, LEGOLAND Malaysia is going all-in on creating unforgettable experiences that blend iconic Malaysian culture with the playful magic of LEGO. Every month brings a new reason to visit LEGOLAND Malaysia:

- **Monthly Celebrations:** Dive into vibrant cultural festivals throughout the year! From a LEGO NINJAGO-infused Lunar New Year celebration happening now through March 17th, to an authentic LEGO Hari Raya extravaganza, LEGOLAND Malaysia is your gateway to experiencing Malaysia's rich traditions in a bricktastic way.
- **Fan-Favorites Return:** Get soaked in the summer fun of the **Splash Carnival** (July) and test your skills in the **LEGOLAND School Challenge** (April), with a brand-new theme and welcoming schools across Southeast Asia.
- **New Adventures Await:** Be among the first to witness the new **LEGO Friends 4D movie**, and get ready for **Brick Fest**, a celebration of creativity with exciting stories and building experiences for the whole family.
- **Master Model Builder Search:** Calling all LEGO enthusiasts! LEGOLAND Malaysia is on the hunt for its first-ever Master Model Builder. The exciting search will find the charismatic builder who will bring incredible LEGO creations to life and become the face of LEGOLAND Malaysia on social media, in-park classes, and special experiences.

Enhanced Resort Experience with New Additions

The excitement doesn't stop there! 2024 sees the continued expansion of LEGOLAND Malaysia, adding to the already impressive lineup;

- **Stay Cool in Shaded MINILAND:** Enjoy the iconic MINILAND experience in even greater comfort, thanks to the newly added shade structures.

- **Immerse yourself in MINILAND Amazing Malaysia:** Explore iconic landmarks and vibrant scenes from across the country, all meticulously crafted from millions of LEGO bricks.
- **Sweet Dreams Await at the LEGO Friends Rooms:** Spend the night surrounded by your favorite LEGO Friends characters in these themed hotel rooms, perfect for a sleepover adventure.

LEGOLAND Malaysia Annual Pass: Your Golden Brick to Endless Fun

The ultimate way to experience the magic of LEGOLAND Malaysia in 2024 is with an annual pass. It grants unlimited access to the park throughout the year and unlocks exclusive events, discounts, and early access to new attractions. And here's a special offer for Malaysian and Singapore residents: Pay for a full-priced day ticket, and you'll be automatically upgraded to an annual pass! That's a bricktastic deal you can't miss.

Get ready for a year of unforgettable adventures at LEGOLAND Malaysia Resort in 2024. With a focus on cultural immersion, exciting new events, and an unwavering commitment to edu-tainment, the park is building a brighter future for families and solidifying its position as Malaysia's premier theme park destination. So, grab your family, pack your creativity, and get ready to build memories that last a lifetime.