

WARWICK BOATS & WARWICK CASTLE CREATE A SPLASH WITH NEW ADRENALIN PUMPING RIVER AVON BOATING EXPERIENCE

14 June 2012: Warwick Castle (www.warwick-castle.com) will be offering a thrilling new long boating experience on the River Avon this summer from July 2012 in association with Warwick Boats (www.warwickboats.co.uk).

The new boating experience is exciting, adrenalin pumping, and great fun for all the family! Paddle to power the boat, row to the beat of a drum, enjoy Britain's ultimate fun. Suitable for complete beginners and children with experienced instructors and a Director of Imagination for entertainment and historical updates on board all boats.

Exhilarating river rides offer fun, excitement and adventure as the ultimate memorable family experience this summer. All this, set against the historic backdrop of Warwick Castle creates a fun addition to your action-packed day out.

Boating originated at Warwick Castle in 1898, when the current Boat House was built. The Countess of Warwick had the very latest of boats, an 'Electric Launch' with carpets, blinds and awnings!

Warwick Boats will offer a Long Boat ride on a thirty minute timed ticket experience **priced at £5pp**. Boats will seat between 10-20 people. Tickets can be bought on site from the Boating Ticket Hut. Paddles and buoyancy aids will be provided. The minimum age to take part with an accompanying adult is 4 years old. The minimum age to take part without an accompanying adult is 8 years of age.

The boat ride will pass the River Island, offering viewpoints of the mighty Trebuchet and the Jousting knights during the summer.

Commenting on the exciting new opening, General Manager Tim Harrison Jones says: "We are very proud to be working with Warwick Boats on this new experience. We want to offer something with a bit of edge to enthrall and inspire this summer."

This initiative is part of a new local strategy plan by Warwick Castle to support local businesses.

For a full day ticket, book online at www.warwick-castle.com up to seven days in advance to save at least 40 per cent off admission.

Ends

Media contact:

Cass Helstrip Tel: 07968 255464
Email: casshelstrip@foxkalomaski.co.uk

Notes to Editors:

Warwick Castle is easily accessible from junction 15 off the M40, just 40 minutes from Birmingham and 1hour 40minutes from London.

At www.warwick-castle.com a family of 4 [2 adults & 2 children (4-11)] can visit for only £40 when booked one day in advance, additional child £7.50. Alternatively, book tickets 7 days in advance and receive 40% discount, book 48 hours in advance and guests will receive 20% discount and best ticket price is guaranteed online. Entry to the castle for adults from £12.96, children from £9.36 and seniors £10.08. Visits with 10 or more guests receive at least 45% discount. Print your own tickets at home and beat the queue. Alternatively, advance bookings can be made by calling 0871 265 2000. Guests are advised to check opening times and the entertainment schedule in advance of their visit.

MERLIN ENTERTAINMENTS is the leading name in location-based, family entertainment, and has seen the most successful and dynamic growth of any company in the sector over the last five years. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates 89 attractions, seven hotels/two holiday villages in 19 countries and across four continents. The company aims to deliver memorable and rewarding experiences to its 46 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 17,000 employees. Among Merlin's attractions are - SEA LIFE, Madame Tussauds, LEGOLAND, The EDF Energy London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK, Chessington World of Adventures Resort, Blackpool Tower, Heide Park, Sydney Aquarium, WILD LIFE Sydney, Sydney Tower Eye and SKYWALK, Siam Ocean World and Busan Aquarium. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future. Visit www.merlinentertainments.biz for more information.

Warwick Boats

Warwick has been operating boat hire from St Nicholas Meadow since the Victorian times. The Council formally opened St Nicholas Park in 1930 when the current boat house was built. Warwick Boats reopened in 2007, with a new range of motor boats, swan and dragon pedalos, and the addition of canoe and kayak courses for children and adults, which has grown over 100% in the last 3 years.