

MIKE THE KNIGHT™ COMES TO WARWICK CASTLE!

BRITAIN'S ULTIMATE CASTLE WELCOMES PRE-SCHOOL TV STAR:

SATURDAY 29 SEPTEMBER, 11AM-4PM

25 September, 2012: To celebrate the launch of the new Mike the Knight magazine, Warwick Castle (www.warwick-castle.com) will be raising its portcullis on Saturday 29 September to welcome the cheeky young CBeebies TV hero. Mike will take part in several of the daily live shows as well as meeting his fans in person.

Pre-schoolers aged 3-5 years delight in Mike the Knight's energetic on-screen adventures as he looks after his father's kingdom of Glendragon. This weekend, he has special permission from his mother, Queen Martha, to visit Warwick Castle and is on a quest to seek out fellow knights-in-training. Determined to always do his best, Mike the Knight is bound to enjoy romping around The Castle Courtyard and exploring the ancient Towers and Ramparts, watching the birds of prey shows and having a go at removing the Sword in the Stone. And who knows what nifty mediaeval gadgets he'll bring with him thanks to his free-spirited sister, Evie!

Book online up to two days in advance to secure adult entry to Warwick Castle from £18.24 and child entry from £12.48 – and remember that under 4s go free!

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.

Mike the Knight is an action-packed magazine for 3-5 year-old boys and girls, based on the popular pre-school television programme Mike the Knight. It is full of adventures in an exciting kingdom that help children to achieve their full knightly potential. It is out every four-weeks priced at £2.50, every issue comes with stickers and a great Mike the Knight free gift.

Guests are advised to check opening times and the entertainment schedule in advance of their visit. All shows and attractions including special appearances are subject to change without notice.

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.

About Mike the Knight™:

Mike the Knight™ is a CGI animation series for pre-schoolers that follows the adventures of Mike, a young knight in training who is determined to follow in his father's footsteps to become a brave and noble knight. With the triumphant motto "Be a Knight, do it right" the would-be hero is joined in his adventures by a host of characters including his trusty steed Galahad, two friendly dragons, Squirt and Sparkie, and his sister Evie, a trainee wizard. Mike the Knight is produced by HIT Entertainment and Nelvana Studio. For more information about Mike the Knight please visit www.miketheknight.com and follow Mike on Facebook and Twitter @MiketheKnightUK