



WARWICK CASTLE REOPENS AND LAUNCHES ALL-NEW FAMILY ATTRACTION ON APRIL 12

- Brand new Zog interactive trail lands at the castle
- All outdoor activities and Knight's Village lodges to reopen



Warwick Castle's outdoor activities and its brand new Zog and the Quest for the Golden Star activity trail will reopen on April 12 Image © Warwick Castle

XX February 2021: Following the latest government announcement, Warwick Castle is delighted to be reopening its gates, outdoor activities and Knight's Village accommodation to the public from April 12th. And the excitement doesn't stop there - the reopening will also see the launch of the much-anticipated *Zog and the Quest for the Golden Star* interactive trail.

While indoor attractions will remain closed in line with government restrictions, visitors will be able to explore the 64 acres of beautiful grounds, including the Pageant Field, Peacock Garden and Central Courtyard.

There will be plenty to keep the children entertained, from the Horrible Histories® Maze, which is fun for all the family, to roaming castle characters including princesses, knights and the renowned birds of prey.

Those looking to get active and enjoy some spectacular countryside views can climb The Conqueror's Fortress, the highest point on the estate, or take a stroll to The River Island - home to the Castle's magnificent Trebuchet.

Selected food and drink outlets around the Castle grounds will be offering a takeaway service for hot and cold drinks and snacks.

Single household overnight stays are also on offer for an extra-special family getaway, in woodland lodges at the Knight's Village*. Takeaway meals can be ordered ahead of the reopening of the Knight's Village banqueting hall from May 17th**.

Zog lands at the Castle this April

April 12th also marks the exciting, roaring arrival of Zog, the loveable dragon, and his Quest for the Golden Star***. Featuring five fun lessons from Madame Dragon's school, the brand new 3D interactive trail will enthral children as they test-out awesome roars, capture a princess and fly without their feet ever leaving the ground.

Collecting a stamp at every task, the final challenge sees children join Sir Gadabout's school for ambitious knights, before they head off to meet Zog for a photo and collect their very own golden star.

Based on the book written by award-winning author Julia Donaldson and illustrated by the talented Axel Scheffler, Zog is known and loved by children all around the world. Thanks to this collaboration between Warwick Castle and Magic Light Pictures, the multi Oscar-nominated and BAFTA award-winning production company behind the animated adaptations of Zog, children can now live the story of this loveable dragon themselves, in the perfect setting to capture their imaginations.

Liam Bartlett, Operations Director for Warwick Castle, says “We are so excited to be reopening our outdoor attractions this April. Safety continues to be our priority, as we help guests make the most of their visit in the safest way possible. We can't wait for Zog to land at the Castle, to share this new experience with guests of all ages. It's going to be roar-some for families to experience Zog's much-loved story through the interactive trail. It adds yet another element of fun to the Castle, and really brings to life the messages in the book around persistence and rising to the challenge.”

Covid-secure processes in place

Visitor health and safety remains top priority with Warwick Castle implementing a number of key processes, including:

- Continuation of increased health and safety procedures for enhanced cleaning of all areas, including toilets and seating
- Non-contact temperature checks on arrival, one-way systems, social distancing markers and sanitiser stations
- Pre-booking is essential due to reduced visitor capacity
- Visitors (aged 11 years+) must wear a face mask when entering indoor areas such as toilets (exemptions apply, in line with government guidance)
- All onsite payments are 'contactless' and the Castle cannot accept cash at this time

Full details of Warwick Castle's safety measures can be found here: www.warwick-castle.com/plan-your-day/before-you-arrive/safety-measures/

Further information and tickets can be found here: www.warwick-castle.com

-Ends-

Note to editors

*Each Lodge sleeps between five and seven people and features its own self-contained bathroom and toilets.

**Subject to government confirmation

***Zog and the Quest for the Golden Star activity trail is open every day from 12 April 2021 to 5 September 2021 and is included in the cost of admission.

Children around the world know and love the character, created by award-winning author Julia Donaldson and brought to life by Axel Scheffler's irresistible illustrations. Zog was published in 2010, and by 2015 it had sold over one million copies with publication in 19 languages. In 2016, the companion picture book 'Zog and the Flying Doctors' was published to great acclaim.

Magic Light Pictures adapted both books into successful animated films that are as loved by children as the books.

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Warwick Castle

Warwick Castle is currently closed to visitors. Further information on Warwick Castle can be found at: www.warwick-castle.com

Warwick Castle is easily accessible from Junction 15 of the M40, just 40 minutes from Birmingham and 1 hour 40 minutes from London. Warwick Castle is easy to reach by train from London Marylebone in only 86 minutes. The Castle, set in 64 acres of grounds designed by Capability Brown, rests on the banks of the River Avon at the heart of historic Warwick.

About Merlin Entertainments plc

Merlin Entertainments plc is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 130 attractions, 19 hotels and 6 holiday villages in 25 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its 67 million guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its c.28,000 employees (peak season).

See www.merlinentertainments.biz for more information and follow on Twitter @MerlinEntsNews.

#**MakingMagicwithMerlin** is an exciting range of content brought to you by the global company Merlin Entertainments.

Making Magic with Merlin has been created for families to watch and learn some fantastic facts about some of the world's best known attractions! We hope you enjoy watching our short series of films – new

ones are being uploaded every day to YouTube – which will inform in a fun way. We call it creative learning and we hope you spread the word!

About Magic Light Pictures

Magic Light Pictures is an award-winning brand-building company with a strong background in production, creating rich and imaginative experiences for families worldwide.

The company, founded in 2003, directly manages production, licensing, global distribution and marketing. The company balances its brand-building work with film making of the highest quality.

Magic Light's key brand is The Gruffalo, from the best-selling picture books by author Julia Donaldson and illustrator Axel Scheffler. Magic Light produced the Oscar and BAFTA-nominated half-hour animated films, The Gruffalo and The Gruffalo's Child, and has sold them to over 180 broadcasters worldwide. Magic Light also runs a cross-category international merchandising programme for The Gruffalo brand, with over 80 licensees and hundreds of products that capture the charm of the original books. Magic Light has produced Room on the Broom, Stick Man, The Highway Rat, Zog, The Snail and the Whale and Zog and the Flying Doctors films – which have proved to be award winning half-hour classics that are as loved as The Gruffalo. Their film adaptation for Christmas 2021 is Superworm, and will premiere on BBC One.

In 2016 Magic Light produced two half-hours based on Roald Dahl's Revolting Rhymes. They were watched by 9.3million viewers and have won numerous awards including a BAFTA for Best Animation.