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LEGOLAND Discovery Boston to undergo \$12 million renovation

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Somerville, MA Opening in spring 2023, LEGO Discovery Center Boston will give families across the northeast the opportunity to experience the next generation LEGO Discovery Center following a \$12 million renovation. This will be the world's first renovation of a LEGOLAND Discovery Center to a LEGO Discovery Center along with a sister attraction in LEGOLAND Discovery Center Atlanta. Set to be named LEGO Discovery Center, the attraction will evolve an already popular offering of highly interactive indoor LEGO play experiences including a ride, 4D theatre and creative workshop, while adding new amazing experiences and a brand-new look and design.

The LEGO Discovery Center, located at Assembly Row, will be the new home of LEGO play, and will include:

- A new LEGO Space digital experience where children and families can build their very own space

rocket out of LEGO bricks and launch it into cyberspace.

- A new Creative Club. Creative Club is an imagination first LEGO PLAY activity zone. A place where creativity has no boundaries! With thousands of bricks, inspiration everywhere families, together, will unlock their creativity and create LEGO Masterpieces to show the world!
- A brand-new Mini World created out of more than 1.5 million LEGO bricks.

A DUPLO® Park where preschoolers and their families can learn and play together

A Hero Zone where guests negotiate through a LEGO laser maze and conquer a courage-busting climbing wall

The new immersive experience is designed to allow more family learning-through-play activities and will also include a new team of specialist Playmakers and Master Model Builders who will continue to inspire guests through fun, interactive LEGO Creative Workshops.

Boston is one of North America's most exciting and booming cities with a high population of young and growing families that offers the perfect environment for the new LEGO Discovery Center to give consumers an opportunity to build on their passion for LEGO play and building.

Commenting on the exciting new chapter for the LEGO Discovery Centers, Scott Maupin, Divisional Director at Merlin Entertainments, said:

"We are delighted that our partnership with the LEGO Group continues to deliver such fantastic opportunities for our customers – especially in the USA. By working together to design and build this next generation of the LEGO Discovery Centers, we can cater to even more families looking for the ultimate LEGO morning or afternoon of indoor activity which the whole family can enjoy together. We're delighted to have worked closely with the LEGO Group's strategic team to really understand how we can continue to build and strengthen the attraction's offering for our future guests."

Julia Goldin, Chief Product and Marketing Officer at The LEGO Group said:

"We are excited to partner with Merlin Entertainments on the development of the new LEGO Discovery Center in the US which will immerse the whole family in the world of LEGO play. By creating this highly interactive indoor LEGO experience we will give families a place to play, explore, create and have fun together. Working closely with Merlin Entertainments and their expertise in the location-based entertainment sector, we hope to spark curiosity, creativity and imagination for the builders of tomorrow."

There are currently 27 LEGOLAND® Discovery Centers and one LEGO® Discovery Center located across the world, with the new attraction in Somerville, MA to be the first renovated attraction to become the next generation LEGO Discovery Centers in North America.

While the grand opening of LEGO Discovery Center is in spring of 2023, families can still experience the current LEGOLAND Discovery Center Boston before renovation begins on September 6, 2022. Visit www.LEGOLANDdiscoverycenter.com/boston/ for more information on the LEGO Discovery Center opening and for ways to visit before the summer ends!

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