LEGOLAND® Dubai unveils world's tallest LEGO® building structure as Burj Khalifa rises in MINILAND

The family theme park teamed up with five year-old Mohammed bin Ahmed Jaber Al Harbi to add the finishing touches to the model ahead of the 31 October 2016 opening

Dubai, UAE: 13 October, 2016 – LEGOLAND® Dubai welcomed special guest, beloved Emirati youth Mohammed bin Ahmed Jaber Al Harbi to officially unveil the world's tallest LEGO® building structure: Burj Khalifa in MINILAND.

Standing at 17 metres tall (a record-breaker for a model of a building), the Burj Khalifa LEGO replica towered over five year-old Mohammed, who added the finishing touches to the iconic masterpiece by adding a tiny replica of himself to the model and turning on the first of the structure's LED lights.

When LEGOLAND Dubai, part of Dubai Parks and Resorts, the region's largest integrated theme park destination, opens to the public, the Burj Khalifa in MINILAND will include a creative LED light show, as well as a recreation of the real building's world famous fountain show.

Located within the heart of LEGOLAND Dubai the Burj Khalifa model was designed and built in over 5,000 hours using 439,000 LEGO bricks, and weighs a ton. Visitors will be able to view the impressive structure, alongside a host of other local and regional landmarks when LEGOLAND Dubai opens on 31 October 2016.

"It was our pleasure to welcome Mohammed bin Ahmed Jaber Al Harbi to help us celebrate this momentous milestone," commented Siegfried Boerst, General Manager of LEGOLAND Dubai. "Burj Khalifa, now the tallest LEGO building model in the world, is just one of the incredible attractions MINILAND and LEGOLAND Dubai have to offer for families and we look forward to welcoming everyone to discover these wonders for themselves on 31 October."

LEGOLAND Dubai is designed for families with children aged 2-12 and will feature over 40 interactive rides, shows and attractions and 15,000 LEGO model structures made from over 60 million LEGO bricks. LEGOLAND Dubai will feature six themed lands -

LEGO CITY, ADVENTURE, KINGDOMS, IMAGINATION, FACTORY and MINILAND - each unique in their design, entertainment and playful learning experience.

LEGOLAND Dubai day tickets and annual passes are available now via www.LEGOLAND.ae and www.DubaiParksandResorts.com starting from AED 250 and AED 765 respectively.

LEGOLAND Dubai, together with LEGOLAND® Water Park, is part of Dubai Parks and Resorts which will also feature MOTIONGATE™ Dubai – a unique theme park showcasing some of Hollywood's most beloved characters from DreamWorks Animation, Sony Pictures Studios and Lionsgate. Committed to bringing together the best of the East and West, Dubai Parks and Resorts will also feature Bollywood Parks™ Dubai, the first ever theme park based on the sights and sounds of Bollywood. The entire destination will be connected by Riverland™ Dubai – a retail, dining and entertainment walkway and guests can stay at the Lapita™ Hotel, a Polynesian-themed family hotel part of the Marriot Autograph® Collection. Expected to open in late 2019, Six Flags Dubai will be destination's fourth theme park and the region's first Six Flags theme park.

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Twitter: @LEGOLANDDUBAI
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Facebook: facebook.com/LEGOLANDDubai
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Notes to Editors

Dubai Parks and Resorts, owned by DXB Entertainments PJSC, will become the Middle East's largest multi-themed leisure and entertainment destination when it opens in 2016 comprising three separate theme parks: MOTIONGATE™ Dubai, a Hollywood movie inspired theme park concept; LEGOLAND® Dubai, the first LEGOLAND theme park in the Middle East; and Bollywood Parks™ Dubai, a first-of-its-kind theme park that will showcase rides and attraction based on some of Bollywood's biggest blockbusters. It will also host the LEGOLAND® Water Park, the region's first water park catering to families with children aged 2-12. Expected to open in late 2019, Six Flags Dubai will be destinations fourth theme park and the regions first Six Flags theme park.

The entire destination will be connected by Riverland™ Dubai – a uniquely themed retail and dining destination at the heart of Dubai Parks and Resorts, and guests can stay at the Lapita™ Hotel, a Polynesian themed family hotel part of the Marriott Autograph Collection.

Located on Sheikh Zayed Road opposite the Palm Jebel Ali in Dubai equidistant to Dubai and Abu Dhabi International Airports the destination offers over 100 rides and attractions

For more information, go to: http://dubaiparksandresorts.com

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MERLIN ENTERTAINMENTS plc is the leading name in location-based, family entertainment. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates 111 attractions, 12 hotels/4 holiday villages in 23 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 63 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and c26,000 employees (peak season).
Merlin currently has fourteen attractions in Asia including Madame Tussauds in Bangkok, Shanghai, Tokyo, Hong Kong, Singapore, Beijing and Wuhan, China; the fantastic LEGOLAND Malaysia Resort with its theme park, hotel and water park; world leading aquaria in Busan, Bangkok and Shanghai, - underlining the company's position as the world's biggest global aquarium operator; LEGOLAND Discovery Centre in Tokyo and Osaka, Japan; and Istanbul. New LEGOLAND Parks will also open in Dubai in 2016, and Japan and South Korea in 2017. Visit www.merlinentertainments.biz for more information.
LEGOLAND® Parks are unique theme park resorts specifically designed for families with children between the ages of 2 to 12 years. Based on the world's most popular toy - the LEGO® brick – LEGOLAND Parks offer families the opportunity to play together and to let their imaginations run free through an exciting range of unique LEGO experiences from kid-powered rides, building challenges, spectacular LEGO Models, interactive attractions, family-friendly coasters and shows, that pull the audience into the action.
There are currently six LEGOLAND® Resorts in five countries – Denmark, United Kingdom, Germany, USA – Florida and California, and Malaysia. All these Resorts also include fantastic LEGO® themed hotels and a mix of other attractions like water parks and SEA LIFE aquariums making them the perfect destinations for a family short break. As well as Dubai, Merlin also has new LEGOLAND Park developments underway in Japan and S. Korea.

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