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**\*\*MEDIA ADVISORY\*\***

**LEGOLAND® Discovery Center Atlanta supporting Henry Banner’s Mitzvah Project, “LEGO® Bricks for a Rainy Day” from December 15 – 17**

*Philanthropic project to benefit local children at Camp Kudzu*

**ATLANTA (December 13, 2017) –** **LEGOLAND® Discovery Center Atlanta** will host a **LEGO® Bricks for a Rainy Day** toy drive from December 15 – 17 in an effort to help local teenager Henry Banner achieve his goal to donate 500 LEGO sets to Camp Kudzu as a part of his Mitzvah Project. A **Mitzvah**

**Project** is a way to make an individual’s bar **mitzvah** even more meaningful by contributing to a philanthropic cause.

Henry Banner first came up with his Mitzvah Project when he and his family learned that his 8-year-old cousin had been diagnosed with type 1 diabetes. After learning more about diabetes and how many children, like his cousin, suffer from its effects, Banner was inspired to dedicate his Mitzvah Project to creating awareness for juvenile diabetes and the great work Camp Kudzu does for this specific community.

“Camp Kudzu is a really cool place where kids like my cousin can go and not have to worry about their diabetes for a while,” says Henry Banner, “I just thought it would be nice for these kids to have their own LEGO sets to play with on days when it’s raining at camp.”

While participating in Camp Kudzu’s programs, the children are educated on insulin administration, dose adjustments, counting carbohydrates, recognizing hypoglycemia and hyperglycemia and other skills vital to proper diabetes management. The campers also are taught how to build friendships in order to have a social support network and be able to establish positive patterns for living with diabetes.

“After hearing Henry’s story and the motivation behind his Mitzvah Project, I immediately knew we had to help him,’” says Whitney Kemmerick, marketing manager of LEGOLAND Discovery Center Atlanta, “We are excited to help Henry make his goal of collecting 500 LEGO sets for the kids at Camp Kudzu.”

The community is invited to drop new, unopened LEGO sets at LEGOLAND Discovery Center Atlanta’s admissions from December 15 – 17. Sets can also be purchased in LEGOLAND Discovery Center’s LEGO Shop, where guests who make a purchase of $25 or more on LEGO sets will receive 40 percent off a LEGO Classic Set! Also, guests who donate a LEGO set can enter to win an LEGOLAND Discovery Center Atlanta annual pass!

**About Merlin Entertainments**

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 estimated 26,000 employees (peak season).

Among Merlin’s attractions are - SEA LIFE, Madame Tussauds, LEGOLAND, DreamWorks Tours SHREK’s Adventure, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK Resort, Blackpool Tower, Heide Park Resort, Sydney Tower Eye and SKYWALK. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future. Visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.

**About Camp Kudzu**

Camp Kudzu serves the needs of Georgia’s children and teens who live with type 1 diabetes. Camp Kudzu provides education and support to them and their families. During summer camp programs, campers learn about insulin administration, dose adjustments, counting carbohydrates, recognizing hypoglycemia and hyperglycemia and other skills vital to proper diabetes management. The camps are staffed by hundreds of volunteers, including over 30 medical professionals at each session.

Camp Kudzu also offers year round programs such as family retreats and teen weekends. Annually, the organization serves more than 715 children and is expanding its outreach. Its mission is to educate, empower and inspire children living with diabetes. Headquartered in Sandy Springs, Camp Kudzu collaborates with Camp Twin Lakes, Camp Barney Medintz, Camp High Meadows, YMCA Camp High Harbour, and Children’s Healthcare of Atlanta to offer children life changing opportunities to improve their health.

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