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

**LEGOLAND® Discovery Center Atlanta kicks off 2018 a few hours early for Atlanta-area families**

*Phipps Plaza attraction invites families to welcome 2018 with festive activities*

*at annual Noon Year’s Eve event*

**ATLANTA (December 12, 2017) – LEGOLAND® Discovery Center Atlanta** invites families to ring in the New Year before the clock strikes midnight at its annual **Noon Year’s Eve** on **Sunday, December 31!** The balloon drop tradition will take place at noon, with a countdown displayed on screens around the center. Complimentary noisemakers and hats will be provided while supplies lasts and throughout the day, LEGO® fans can also take part in the large 2018 group build, enter to win great prizes and receive special offers to visit LEGOLAND Discovery Center in 2018!

**WHAT: Noon Year’s Eve**

*Guests can celebrate 2018 early with a balloon drop, 2018 LEGO Build, giveaways and more!*

**WHEN: Sunday, December 31**

*Balloon drop at noon; other activities throughout the day*

**WHERE:** **LEGOLAND Discovery Center Atlanta**

 Phipps Plaza | Buckhead

 3500 Peachtree Road NE

 Atlanta, GA 30326

**HOW:** All activities are included with admission; pre-booking tickets is recommended to guarantee entrance by visiting [atlanta.legolanddiscoverycenter.com](https://atlanta.legolanddiscoverycenter.com/).

For more information, visit [facebook.com/LDCatlanta](http://www.facebook.com/LDCatlanta) or [atlanta.legolanddiscoverycenter.com](https://atlanta.legolanddiscoverycenter.com/)

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