

**For more information:**

 McKenzie Riley

 BRAVE Public Relations

404-233-3993

mriley@emailbrave.com

**FOR MORE INFORMATION**

**Sensory Saturday returns to LEGOLAND® Discovery Center Atlanta**

*Exclusive sensory-friendly hours starting Saturday, September 29*

**ATLANTA (September 25, 2018) –** **LEGOLAND Discovery Center Atlanta** welcomes families with children on the autism spectrum or with sensory processing disorders to a sensory-friendly environment **every final Saturday of each month from 9 a.m. to 10 a.m.** Within the adjusted tranquil setting, children can enjoy the popular attraction without sensory triggers that may otherwise disrupt their experience.

A sensory-friendly environment is created by limiting attendance to create a more manageable atmosphere. Lights, sound and temperature will also be adjusted according to the preferences of families and children in attendance. Guests can also use the birthday party rooms as a quiet space to cool down. The attraction’s 4D movies will be exchanged for 2D formats in the LEGO® 4D Cinema attraction. The center furthercreates a soft and inviting atmosphere across attractions such as MINILAND®– a LEGO display made of 1.5 million blocks that features a night scene city-scape – and much more!

**Sensory Saturday** guests are welcome to remain at LEGOLAND Discovery Center Atlantaas it begins regular opening hours at 10 a.m. Visitors should be advised that, during regular business hours, the center features strobe lights in the LEGO 4D Cinema attraction and lasers in the Kingdom Quest ride. The Center provides full access for disabled visitors, with wheelchair access and elevators throughout the building.

Guests are invited to attend the **Sensory Saturdays** event on the following dates in 2018:

* Saturday, September 29,2018
* Saturday, October 27,2018
* Saturday, November 24,2018
* Saturday, December 29,2018

Families with children on the autism spectrum or sensory processing disorders are encouraged to enter the center early at 9 a.m. As tickets to events are limited, pre-purchasing tickets online is advised in order to guarantee entry to the attraction. All activities taking place during LEGO Sensory Saturdays are included in the price of admission. Tickets are $12 plus tax for each child and each adult. To purchase tickets in advance, guests can visit [atlanta.legolanddiscoverycenter.com/tickets.](https://atlanta.legolanddiscoverycenter.com/whats-inside/events/sensory-saturdays/)

In addition to the new Sensory Saturdays series, LEGOLAND Discovery Center Atlanta is extending its regular Saturday hours from 9 a.m. to 9 p.m. with the last entry at 7 p.m. However, please note that the last Saturday of each month from 9 a.m. to 10 a.m. will be exclusively for families with children on the spectrum.

For more information, visit [facebook.com/LDCatlanta](https://www.facebook.com/events/526768451090424/)

**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](file:///C%3A%5CUsers%5CJennifer%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5CR0C9SA2J%5Cwww.merlinentertainments.biz) for more information.

###