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**FOR IMMEDIATE RELEASE**

**The ultimate imagination buildoff challenge at LEGOLAND® Discovery Center Atlanta, July 15-16 and July 22-23**

*Atlanta’s leading family friendly attraction pits kids against grownups in the ultimate test of creativity*

**ATLANTA (July 12, 2017) –** **LEGOLAND® Discovery Center Atlanta** is challenging kids and adults to go head to head in an ultimate creativity buildoff with contests and competitive activities on **July 15-16 and July 22-23 at 11 a.m., 1 p.m., 3 p.m. and 5 p.m**. each day! The bid to ignite the imaginations of kids and grown-ups alike is being launched with a [short film](https://www.youtube.com/watch?v=srA96PKb8qI&feature=share).

The film depicts what happens when a handful of families at a LEGOLAND Discovery Center Atlanta battle it out to determine who reigns supreme when it comes to creative play: the kids or the grownups. Many believe that creativity declines with age and that kids have the upper hand when it comes to the imagination.

To put this to the test and to reignite the imagination of kids through play, LEGOLAND Discovery Center has set the buildoff challenge. As expert playmakers that can teach parents how to play, the challenge also aims to examine whether the decline in creativity is reversible.

In the [short film](https://www.youtube.com/watch?v=srA96PKb8qI&feature=share), families are tasked with building a creation straight from their imagination - no limits, no boundaries, no rules – just pure creativity! The five-minute challenge, which sees kids compete with grownups, is mediated and judged by a Master Model Builder who decides who has the winning imagination.

 “LEGOLAND Discovery Center Atlanta is designed to provide LEGO® play experiences that power creativity and learning through shared LEGO fun for adults and children,” said Whitney Kemmerick, marketing manager of LEGOLAND Discovery Center Atlanta. “We are thrilled to see the energy and imagination that went into the challenge from both kids and adults and look forward to welcoming families to LEGOLAND Discovery Centre Atlanta to have a go.”

LEGOLAND Discovery Center Atlanta is extending the ultimate creativity buildoff challenge to visitors. Rod Farris, master model builder at LEGOLAND Discovery Center Atlanta, and his team of model builders will judge build-offs on July 15-16 and July 22-23 at 11 a.m., 1 p.m., 3 p.m. and 5 p.m. each day.

Participation is free with entry into the attraction. Tickets start at $12.50 online and are $19.95 at the door. To purchase tickets, visit [atlanta.legolanddiscoverycenter.com/tickets](https://atlanta.legolanddiscoverycenter.com/tickets/).

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

**About Merlin Entertainments plc**

Merlin Entertainments plc is a global leader in location based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 100 attractions, 13 hotels and 5 holiday villages in 24 countries and across 4 continents. The company aims to deliver memorable experiences to more than 63 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its approximately 27,000 employees (peak season). Visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz/) for more information.

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