

GET 25% OFF ENTRY TO TOP UK ATTRACTIONS BY EATING BREAKFAST

- Kellogg's and Merlin Entertainments have teamed up to offer 25% off for up to two entry tickets to 25 UK attractions including LEGOLAND® Windsor Resort, Alton Towers Resort, the London Eye, SEA LIFE Centres and more
- Discount codes can be found across a range of Kellogg's packs, including Coco Pops, Corn Flakes and Rice Krispies

Grabbing discounts on family adventures could be as simple as eating breakfast this summer.

Kellogg's customers can receive 25% off online advance pricing for up to two entry tickets* at over 25 of the UK's most iconic attractions, including: LEGOLAND® Windsor Resort, Alton Towers Resort, the London Eye, SEA LIFE Centres nationwide and more.

The exclusive codes can be found on promotional packs of Kellogg's favourites, including Coco Pops, Corn Flakes and Rice Krispies. It's the perfect way to turn breakfast into a gateway to unforgettable memories.

The offer is valid now through to 30th June 2026 (subject to the attractions' annual opening calendars) meaning that families can enjoy great days out, for less, not just this summer, but throughout the autumn, across Halloween, into Christmas and during Spring 2026**.

Thrillseekers can brave the head-spinning ride Toxicator or uncover CBeebies Land at Alton Towers Resort, experience the UK's tallest, fastest and most weightless rollercoaster, Hyperia, at Thorpe Park or visit the Jumanji-themed land and over 1,000 animals at Chessington World of Adventures.

The world's first LEGO® duelling rollercoaster can be experienced at LEGOLAND® Windsor Resort, adventurers can join Zog and the Flying Doctors in a new live show at Warwick Castle, discover underwater worlds at SEA LIFE centres or they can opt to celebrate 25 iconic years of the London Eye, journeying across the London skyline with breathtaking 360-degree views of the capital – the options are endless.

Sam Hannah, Brand Manager at Kellogg's, said: *"We are so excited to be heading into the 14th year of our partnership with Merlin, as we continue to offer families money off their big days out. We know the pressure many can experience when it comes to the cost of holiday activities, and we want to help them create those special moments for less. From theme parks and aquariums to castles and dungeons, there's a fun-filled destination for everyone to enjoy."*

Nick Brigden, Director UK & Global Partnerships at Merlin Entertainments, said:

“Now in its fourteenth year, our long-standing partnership with Kellogg’s continues to go from strength to strength. Together, we’ve made mornings better by giving families not just a great start to their day, but something exciting to look forward to. Whether you’re chasing thrills and epic adventures, or discovering underwater worlds, Kellogg’s and Merlin are helping families make the most of their shared moments for less.”

To enjoy days out for less, shoppers simply need to buy a Kellogg’s promotional pack, scan the QR code and follow the instructions online.

Pre-booking this offer is essential via www.merlinmagic.biz/kelloggs. Customers must book at least one day in advance to secure entry to all participating Merlin Entertainments attractions.

For full Terms and Conditions visit

https://www.kelloggs.co.uk/content/dam/europe/images/Merlin/Kellogg_s-Long-Terms%202025.pdf

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For more information, please contact emily.mckay@taylorherring.com

*The offer is based on the online priced entry tickets; such prices are subject to change.

** Booking is subject to attraction and ticket allocation availability at the time of booking. Early booking is recommended for popular dates, such as weekends, and school and bank holidays.

About Merlin Entertainments

Merlin Entertainments is a world leader in branded entertainment destinations, offering a diverse portfolio of resort theme parks, city-centre gateway attractions and LEGOLAND Resorts which span across the UK, US, Western Europe, China and Asia Pacific. Dedicated to creating experiences that inspire joy and connection, Merlin welcomes more than 62 million guests annually to its diverse global estate in over 20 countries. An expert in bringing world-famous entertainment brands to life, Merlin works with partners including the LEGO Group, Sony Pictures Entertainment, Peppa Pig, DreamWorks and Ferrari to create destinations where guests can immerse themselves in a wide array of brand-driven worlds, rides and uplifting learning experiences.

See www.merlinentertainments.biz for more information.