

## **Full Terms and Conditions for Promotional Products 2024**

### **Part 1:**

#### **TO REDEEM YOUR 25% OFF OFFER, PRE-BOOKING ONLINE IS ESSENTIAL:**

**STEP 1:** Go to **[www.merlinmagic.biz/kelloggs](http://www.merlinmagic.biz/kelloggs)** and select your attraction and the ticket type you require (Max 1 entry (covering up to 2 tickets) per promotional pack.

**STEP 2:** Select the correct link to begin your booking, this will depend on the promotional pack that you have.

- If you have a cereal pack with a 10 digit unique code printed inside, click on the booking link KELLOGG'S CEREAL PACK and then input your code where prompted to do so in the booking journey;
- If you have a Snack Pack (for example Rice Krispie Squares) then click on the booking link SNACK PACK.

After entering the code, secure the date you want to visit your chosen attraction, from those available;

**STEP 3:** Book and pay for your entry tickets;

**STEP 4:** Print/ download your entry tickets and head straight to the attraction on your booked date of visit, scan your tickets (on your phone or a print-out) under the barcode readers to enter the attraction.

**If you did not enter a unique 10 digit code from the inside of your pack at step 2, you must provide the original product packaging to Admissions on your day of visit. Failure to present and surrender the original pack upon arrival at the attraction will result in customers being expected to pay full price for each required ticket without exception.**

### **FULL TERMS AND CONDITIONS:**

1. The code inside this promotional pack gives 25% off for up to 2 Adult and/or Child online priced entry tickets, from 1<sup>st</sup> July 2024 until 30<sup>th</sup> June 2025 at selected Merlin Entertainments attractions.
2. The offer is based on the online priced entry tickets; such prices are subject to change.
3. Promotional tickets are subject to availability at time of booking and must be purchased no later than 23:00 the night before your chosen date of visit. Failure to do so will result in a full 'On the day' price being charged for each required ticket without exception.
4. Offer valid at the following participating attractions; Alton Towers Resort, Chessington World of Adventures Resort, Thorpe Park Resort, The LEGOLAND® Windsor Resort, Warwick Castle, The Bear Grylls Adventure (valid for High Ropes, Indoor Climb and Archery activities only), Shrek's Adventure! London, Madame Tussauds (London or Blackpool), The Dungeons (London, York, Edinburgh or Blackpool Tower), The Blackpool Tower Eye, The Blackpool Tower Eye Circus, The Lastminute.com London Eye, LEGOLAND® Discovery Centres (Manchester or Birmingham),

SEA LIFE Aquariums & Centres (Birmingham, Great Yarmouth, Loch Lomond, Blackpool, London, Brighton, Manchester, Scarborough, Bray, Hunstanton and Weymouth SEA LIFE Adventure Park).

Pre-booking this offer is essential via [www.merlinmagic.biz/kelloggs](http://www.merlinmagic.biz/kelloggs). For variety pack and snack pack bookings, where you do not enter a unique 10 digit code from the inside of your product pack when booking, failure to present and surrender the original promotional pack to admissions upon arrival at the attraction will result in customers being expected to pay full price for each required ticket without exception.

5. Promotional packs cannot be presented on electronic devices and photocopies will not be accepted. Booking is subject to attraction and ticket allocation availability at the time of booking – book early to secure popular dates, such as weekends, and school and bank holidays.
6. Only one offer /unique code can be used per person, per transaction.
7. This offer is not valid for use in conjunction with any other promotion, offer, reward/loyalty scheme or direct attraction booking. Offer is also not valid for redemption against pre-purchased tickets, group bookings and concession rate tickets including but not limited to; senior citizens, veterans, family tickets, students, merlin annual pass or season pass holders.
8. This offer is valid until **30th June 2025** at all participating attractions.
9. Merlin Entertainments may limit offer ticket allocations, subject to a minimum number allocated to every day each attraction is open. The minimum allocation of tickets during OFF PEAK, SUPER OFF PEAK, SUPER PEAK and PEAK dates (\*see table B below for details of these dates) shall be as set out in table A below. As these are minimum allocations, Merlin Entertainments may (at its sole discretion) from time to time make additional tickets available for particular attractions, so you may wish to check back later if your preferred attraction and date combination are not available when you first attempt to book.

**Table A – Minimum Allocations by Attraction Merlin to update**

Attraction	Minimum allocation
<b>SUPER OFF PEAK</b>	
All participating attractions	Unlimited availability
<b>OFF PEAK</b>	
All participating attractions	Unlimited availability
<b>PEAK</b>	

Alton Towers Resort	590 tickets per day
Chessington World of Adventures Resort	460 tickets per day
Thorpe Park Resort	380 tickets per day
The LEGOLAND® Windsor Resort	350 tickets per day
Warwick Castle	180 tickets per day
Bear Grylls Adventure – High Ropes	150 tickets per day
Bear Grylls Adventure – Climb	110 tickets per day
Bear Grylls Adventure – Archery	150 tickets per day
Shrek's Adventure London, Madame Tussauds London, London Dungeons, SEA LIFE London Aquarium & the lastminute.com London Eye	125 tickets per day, per site
SEA LIFE Centre Birmingham, Blackpool, Bray, Brighton, Great Yarmouth, Hunstanton, Loch Lomond, Manchester, Scarborough and Weymouth	75 tickets per day, per site
LEGOLAND® Discovery Centre Manchester & Birmingham, Blackpool Dungeons, Blackpool Tower Eye, Blackpool Tower Circus, Madame Tussauds Blackpool, Edinburgh Dungeons, York Dungeons, Peter Rabbit Explore & Play	35 tickets per day, per site
<b>SUPER PEAK</b>	
Alton Towers Resort	220 tickets per day
Chessington World of Adventures Resort	170 tickets per day
Thorpe Park Resort	140 tickets per day
The LEGOLAND® Windsor Resort	130 tickets per day
Warwick Castle	70 tickets per day
Bear Grylls Adventure – High Ropes	60 tickets per day
Bear Grylls Adventure – Climb	50 tickets per day
Bear Grylls Adventure – Archery	60 tickets per day
Shrek's Adventure London, Madame Tussauds London, London Dungeons, SEA LIFE London Aquarium & the lastminute.com London Eye	125 tickets per day, per site
SEA LIFE Centre Birmingham, Blackpool, Bray, Brighton, Great Yarmouth,	75 tickets per day, per site

Hunstanton, Loch Lomond, Manchester, Scarborough and Weymouth	
LEGOLAND® Discovery Centre Manchester & Birmingham, Blackpool Dungeons, Blackpool Tower Eye, Blackpool Tower Circus, Madame Tussauds Blackpool, Edinburgh Dungeons, York Dungeons, Peter Rabbit Explore & Play	35 tickets per day, per site

**Table B – OFF PEAK, SUPER OFF PEAK, PEAK and SUPER PEAK dates**

2024	CLOSED DATES	SUPER OFF-PEAK DATES	OFF-PEAK DATES	PEAK DATES	SUPER PEAK DATES
ALTON TOWERS RESORT	4-6, 11-21, 25-28 November 2-5, 9-12, 22-28, December	15, 17-18, 23-25, 29 April 1, 3, 7-9, May 24, September 1-2, 8, October 22-24, 29-30 November 1, 6-8, 13-21 December	7-12, 14, 16, 19, 21-22, 26-28, 30 April 2, 4, 6, 10, 12-17, 19-23 May 3-7, 9-14, 16-20, 23 June 13-14, 24-25, 30 July 13, August 3-6, 9-13, 16-20, 22-23, 25-27, 29-30 September 3-4, 7, 9-10, October 7, November	1-6, 13, 20, April 5, 11, 18, 24-31 May 1-2, 8, 15, 21-22, 24-30 June 1-12, 19-23, 26-29, 31 July 1-12, 14-31 August 1-2, 7-8, 14-15, 21, 28 September 6, 11, 14-18, 21-25 October 3, 8, November	15-18, July 5, 12-13, 19-20, 26-31 October 1-2, 9-10, November
CHESSINGTON WORLD OF ADVENTURES RESORT	. 23, 30 April 7, 14, May	15-19, 22, 24-26, 29 April 1-3, 8-10, 13, 15-17,	21, 28 April 24, May	1-14, 20, 27 April 4-6, 11-12, 18-19, 25-31	. 17, 19-31 August

	17, 24, September  1-2, 8-9, 15-16, October  4-8, 11-15, 18- 22, 25-29 November  2-6, 9-12, 25-26 December	20-23, May  4-6, June  3-6, 9-13, 16, 18-20, 23, 25-27, 30 September  3-4, 7, 10- 11, 14, 17- 18 October	3, 7, 10-14, 17-21, 24-28 June  1-5, 8-12, 15-17, July  21-25, October	May  1-2, 8-9, 15- 16, 22-23, 29-30 June  6-7, 13-14, 18-31 July  1-16, 18, August  1-2, 7-8, 14- 15, 21-22, 28-29 September  5-6, 12-13, 19-20, 26-31 October  1-3 November	
THORPE PARK	. 14-16, October  4-30 November  1-28 December	16-19, 22- 26, 29-30 April  1-3, 7-10, 13-17, 20-24 May  4-7, 10-12, June  10-11, 16- 18, 23-26, 30 September  1-2, 7-9, October	1-5, 7-12, 14-15, 20- 21, 28 April  4-6, 11-12, 18-19, 26-27 May  2-3, 9, 13- 14, 16, 23, 30 June  7, 14, 21, 28, July  4, August  2-6, 9, 12- 13, 15, 19- 20, 22, 27, 29 September	6, 13, 27, April  25, 28-31 May  1, 8, 15, 17- 22, 24-29 June  1-6, 8-13, 15-20, 22- 27, 29-31 July  1-3, 5-31 August  1, 7-8, 14, 21, 28 September  4-6, 11-13, 17-18, 20-	. 19, 25-31 October

			3, 10 October	24, October  1-3 November	
THE LEGOLAND® WINDSOR RESORT	17, 24, April  8, 15, May  25-26, September  2, 9, October  4-8, 11-22, 25- 29 November  2-6, 9-12, 24-26 December	. 16, 18, 22- 23, 25, 29- 30 April  3, 7, 9, 14, 21-22 May  9-14, 16-21, June  4, 9-12, 16- 19, 23-24, 30 September  1, 3, 7-8, 10, 14-17, October	-15, 19, 21, 26, 28, April  3, 5-6, 10, 12-13, 16- 17, 20, 23 May  2, 4-7, 23-28 June  1-4, 9-11, 16-18, 22, July  2-3, 5-6, 8, 13, 15, 20, 22, 27, 29 September  4, 11, 18, 20-24 October  3, November	1-14, 20, 27 April  4, 11, 18-19, 24-31 May  1, 3, 8, 15, 22, 29-30 June  5-8, 12-15, 19-21, 23-31 July  1-17, 19-20, 26-27 August  1, 7, 14, 21, 28 September  5-6, 12-13, 19, 25, 27- 31 October  1-2, November	18, 21-25, 28-31 August  26, October
WARWICK CASTLE RESORT	25, December	16-17, 30 April  1, 14-15, 21- 22, May  10-11, 17, September	8-12, 15, 18- 19, 22-26, 29 April  2-3, 7-10, 13, 16-17, 20, 23-24 May	2-7, 13-14, 20-21, 27- 28, April  11-12, 18- 19, 28-31 May	1, April  4-6, 25-27 May  1-2, 8-9, 15- 16, 22-23, 29-30 June

		4-8, 11-15, 18-22, November  17-18, December	3-4, 10-11, 17-18, 24-25, June  1-2, 8-9, 15-16, July  2-6, 9, 12-13, 16, 18-20, 23-27, 30 September  1-4, 7-11, 14-18, 21-25, October  9-10, 16-17, 23-29, November  2-6, 9-13, 16, 19-20, December	5-7, 12-14, 19-21, 26-28 June  3-5, 10-12, 17-19, 21, 29 July  6, 13, 20, 27, August  7-8, 14-15, 21-22, 28-29, September  5-6, 12-13, 19-20, 27-30 October  1, 3, 30 November  1, 7-8, 14-15, 21-24, 26-31 December	6-7, 13-14, 20-22, 24-28, 30-31 July  1-5, 7-12, 14-19, 21-26, 28-31 August  1, September  26, 31 October  2, November
LONDON EYE	25, December	16-17, April  1, 14-15, 21-22, May  10-11, 17-18, 24-25, September  5-6, 12-13, 19-20, 26-27, November  3-5, 10-11, 17-18 December	15, 18-19, 22-26 April  2-3, 6-10, 13, 16-17, 20, 23-24 May  2-6, 9, 12-13, 16, 19-20, 23, 26-27, 30 September  1-4, 7-11, 14-18, 21-25 October	3-7, 10-14, 17-21, 24-28, June	1-14, 20-21, 27-30 April  4-5, 11-12, 18-19, 25-31 May  1-2, 8-9, 15-16, 22-23, 29-30 June  1-31, July  1-31, August  1, 7-8, 14-15, 21-22, 28-29 September  5-6, 12-13, 19-20, 26-31

			4, 7-8, 11, 14-15, 18, 21-22, 25, 28-29 November  2, 6, 9, 12- 13, 16, 19- 20 December		October  1-3, 9-10, 16-17, 23- 24, 30, November  1, 7-8, 14- 15, 21-24, 26-31 December
LONDON DUNGEON	25, December	16-17, 30, April  1, 14-15, 21- 22, May  10-11, 17- 18, 24-25, September  5-6, 12-13, 19-20, 26- 27, November  3-4, 10-11, 17-18, December	15, 18-19, 22-26, 29, April  2-3, 6-10, 13, 16-17, 20, 23-24 May  3-7, 10-14, 17-21, 24- 28, June  9, 12-13, 16, 19-20, 23, 26-27, 30 September  1-4, 7-11, 14-18, 21- 25, October  4, 7-8, 11, 14-15, 18, 21-22, 25, 28-29, November  2, 5-6, 9, 12- 13, 16, 19- 20, December	14, 20-21, 27-28, April  4-5, 11-12, 18-19, 25 May  2, 8-9, 15- 16, 22-23, 29-30 June  1-20, July  2-6, 8, 14- 15, 21-22, 28-29 September  5-6, 12-13, 19-20, 26 October  9-10, 16-17, 23-24, 30 November  1, 7-8, 14- 15, 21 December	1-13, April  26-31, May  1, June  21-31, July  1-31, August  1, 7, September  27-31, October  1-3, November  22-24, 26-31 December



EDINBURGH DUNGEON	25, December	16-17, 30, April  1, 14-15, 21-22, May  10-11, 17-18, 24-25, September  5-6, 12-13, 19-20, 26-27, November  3-4, 10-11, 17-18, December	14-15, 18-19, 21-26, 28-29, April  2-3, 6-10, 12-13, 16-17, 19-20, 23-24, May  2-7, 9-14, 16-21, 23-28 June  1-6, 8-9, 12-13, 15-16, 19-20, 22-23, 26-27, 29-30 September  1-4, 6-11, 20-25, 29-31 October  1, 3-4, 7-8, 10-11, 14-15, 17-18, 21-22, 24-25, 28-29 November  2, 5-6, 9, 12-13, 15-16, 19-20, 22-24, 26-27 December	20, 27, April  4, 11, 18, 25-31, May  1, 8, 15, 22 June  14-31, August  7, 14, 21, 28 September  5, 12, October  2, 9, 16, 23, 30 November  1, 7-8, 14, 21, 28-31 December	1-13, April  5, May  29-30, June  1-31, July  1-13, August  13-19, 26-28, October
YORK DUNGEON	25, December	16-17, 30 April  1, 14-15, 21-22 May  10-11, 17-18, 24-25 September	7-12, 14-15, 18-19, 21-26, 28-29 April  2-3, 6-10, 12-13, 16-17, 19-20, 23-24 May	4, 11, 18, 25-27, 31 May  1, 8, 15, 22 June  21-26, 28 July	1-6, 13, 20, 27 April  5, 28-30 May  29, June  6, 13, 20, 27, 29-31

		5-6, 12-13, 19-20, 26-27 November  3-4, 10-11, 17-18 December	2-7, 9-14, 16-21, 23-28, 30 June  1-5, 7-12, 14-19 July  1-6, 8-9, 12-13, 15-16, 19-20, 22-23, 26-27, 29-30 September  1-4, 6-11, 15-18, 20-25 October  3-4, 7-8, 10-11, 14-15, 17-18, 21-22, 24-25, 28-29 November  1-2, 5-6, 8-9, 12-13, 15-16, 19-20, 22-24, 26, 28-31 December	4, 11, 18, 25 August  21, December	July  1-3, 5-10, 12-17, 19-24, 26-31, August  7, 14, 21, 28, September  5, 12-14, 19, 26-31 October  1-2, 9, 16, 23, 30 November  7, 14, 27 December
SHREK'S ADVENTURE LONDON	25, December	16-17, 30, April  1, 14-15, 21-22, May  10-11, 17-18, 24-25, September  5-6, 12-13, 19-20, 26-27, November	14-15, 18-19, 21-26, 28-29 April  2-3, 5-10, 12-13, 16-17, 19-20, 23-24, May  2-7, 9-14, 16-21, 23-28, 30 June	20, 27 April  4, 11, 18, 25 May  8, 15, 22, 29 June  6, 13, 20-25, 28-31 July  1, August  2-6, 14, 21, 28,	1-13, April  26-31, May  1, June  26-27, July  2-31, August  1, 7, September

		3-4, 10-11, 17-18, December	1-5, 7-12, 14-19, July  8-9, 12-13, 15-16, 19-20, 22-23, 26-27, 29-30 September  1-4, 6-11, 13-18, 20-25 October  3-4, 7-8, 10-11, 14-15, 17-18, 21-22, 24-25, 28-29 November  1-2, 5-6, 8-9, 12-13, 15-16, 19-20, 27-31 December	September  5, 12, 19, October  9, 16, 23, 30 November  7, 14, 21-24, 26 December	26-31, October  1-2, November
BLACKPOOL TOWER EYE & BLACKPOOL DUNGEON	25, December	16-17, 30 April  1, 14-15, 21-22, May  10-11, 17-18, 24-25, September  5-6, 12-13, 19-20, 26-27, November  3-4, 10-11, 17-18 December	4, 7-11, 14-18, 21-25, 28-30 November  1-2, 5-9, 12-16, 19-24, 26-31 December	15, 18-19, 22-26, 29, April  2-3, 6-10, 13, 16-17, 20, 23-24, May  3-7, 10-14, 17-21, 24-28, June  2-6, 9, 12-13, 16, 19-20, 23, 26-27, 30 September  1-4, 7-11, 14-18, October	1-14, 20-21, 27-28 April  4-5, 11-12, 18-19, 25-31, May  1-2, 8-9, 15-16, 22-23, 29-30 June  1-31, July  1-31 August  1, 7-8, 14-15, 21-22, 28-29, September

					5-6, 12-13, 19-31, October  1-3, November
LEGOLAND DISCOVERY CENTRE BIRMINGHAM	25, December	16-17, 30 April  1, 14-15, 21-22, May  10-11, 17-18, 24-25, September  5-6, 12-13, 19-20, 26-27, November  3-4, 10-11, 17-18, December	8-12, 15, 18-19, 22-26, 29 April  2-3, 7-10, 13, 16-17, 20, 23-24 May  3-7, 10-14, 17-21, 24-28, June  1-5, 8-12, 15-19, July  2-6, 9, 12-13, 16, 19-20, 23, 26-27, 30 September  1-4, 7-11, 14-18, 21-25, October  4, 7-8, 11, 14-15, 18, 21-22, 25, 28-29, November  1-2, 5-6, 8-9, 12-13, 15-16, 19-20, 22-24, 26 December	7, 14, 21, 28 April  5, 12, 19, May  2, 9, 16, 23, 30 June  7, 14, July  1, 8, 15, 22, 29 September  6, 13, 20, October  3, 10, 17, 24, November	1-6, 13, 20, 27 April  4, 6, 11, 18, 25-31 May  1, 8, 15, 22, 29 June  6, 13, 20-31 July  1-31 August  7, 14, 21, 28 September  5, 12, 19, 26-31, October  1-2, 9, 16, 23, 30 November  7, 14, 21, 27-31 December

LEGOLAND DISCOVERY CENTRE MANCHESTER	25, December	16-17, 30, April  1, 14-15, 21- 22, May  10-11, 17- 18, 24-25, September  5-6, 12-13, 19-20, 26-27 November  3-4, 10-11, 17-18, December	15, 18-19, 22-26, 29 April  2-3, 7-10, 13, 16-17, 20, 23-24 May  3-7, 10-14, 17-21, 24-28 June  1-5, 8-12, 15-19 July  3-6, 9, 12- 13, 16, 19- 20, 23, 26- 27, 30 September  1-4, 7-11, 14-18, 28-31 October  4, 7-8, 11, 14-15, 18, 21-22, 25, 28-29 November  2, 5-6, 9, 12- 13, 15-16, 19-20, 22-24 December	14, 21, 28 April  4, 11-12, 18- 19, 25-31 May  1-2, 8-9, 15- 16, 22-23, 30 June  7, July  1-2, 8, 15, 22, 29 September  10, 17, November  1- 7-8, 14, 21 December	1-13, 20, 27, April  5-6, May  29, June  6, 13-14, 20- 31, July  1-31, August  7, 14, 21, 28, September  5-6, 12-13, 19-27, October  2-3, 9, 16, 23-24, 30 November  26-31 December
SEALIFE LONDON	25, December	16-17, 30 April  1, 14-15, 21- 22 May  10-11, 17- 18, 24-25,	15, 18, 22- 25, 29 April  2, 6-9, 13, 16, 20, 23 May	19, 26, April  3, 10, 17, 24 May  3-7, 10-14, 17-21, 24- 28, June	1-14, 20-21, 27-28 April  4-5, 11-12, 18-19, 25-31 May

		September 5-6, 12-13, 19-20, 26-27 November 3-4, 10-11, 17-18, December	9, 12, 16, 19, 23, 26, 30 September 1-3, 7-10, 14-17, 21-24, October 4, 7, 11, 14, 18, 21, 25, 28 November 2, 5, 9, 12, 16, 19, December	1-5, 8-12, 15-19, July 2-6, 13, 20, 27 September 4, 11, 18, 25, October 8, 15, 22, 29 November 6, 13, 20, 27-31 December	1-2, 8-9, 15-16, 22-23, 29-30 June 6-7, 13-14, 20-31 July 1-31 August 1, 7-8, 14-15, 21-22, 28-29 September 5-6, 12-13, 19-20, 26-31 October 1-3, 9-10, 16-17, 23-24, 30 November 1, 7-8, 14-15, 21-24, 26 December
MADAME TUSSAUDS LONDON	25, December	16-17, 30 April 1, 14-15, 21-22, May 10-11, 17-18, 24-25 September 5-6, 12-13, 19-20, 26-27, November 3-4, 10-11, 17-18 December	2, 8, 13, 20, 23-24 May 4, 17, 19 June 2-6, 8-9, 12-13, 16, 19-20, 23, 26, 30 September 1-4, 7-10, 15-16 October 3-4, 7-8, 11, 14, 18, 21-22, 25, 28-29 November	14-15, 18-19, 23-24, 26, 28-29 April 3, 9-12, 19, May 2-3, 5-7, 9-16, 18, 20-21 June 1, 7, 14-15, 21-22, 27 September 5-6, 11, 14, 17-18, October 9-10, 15, November	1-13, 20-22, 25, 27 April 4-7, 16-18, 25-31 May 1, 8, 22-30 June 1-31 July 1-31 August 28-29 September 12-13, 19-31 October 1-2, 16-17, 23-24, 30 November

			2, 5, 9, 12, 16,19-20, 22-24, December	1, 6, 8, 13, 21 December	7, 14-15, 26- 31 December
SEALIFE BRIGHTON	25, December	16-17, 30, April  1, 14-15, 21- 22 May  10-11, 17- 18, 24-25 September  5-6, 12-13, 19-20, 26-27 November  3-4, 10-11, 17-18 December	15, 18-19, 22-26, 29 April  2-3, 7-11, 13, 16-17, 20, 23-24 May  3-7, 10-14, 17-21, 24, 27-28 June  1, 8, 11- 12,5, 18-19 July  3-9, 12-16, 19-23, 26-30 September  1-4, 6-11, 13-18, 20-25 October  3-4, 7-11, 14-18, 21- 25, 28-30 November  1-2, 5-9, 12- 16, 19-24, 26-31 December	14, 21, 28 April  12, 18-19, 25-27 May  1-2, 8-9, 15- 16, 22-23, 25-26, 29-30 June  2-5, 9-10, 16-17 July  2-5, 9-10, 16-17 July  3-4, 11, 18, 25 August  5, 12,19, 26- 31 October  1-2, November	1-13, 20, 27 April  4-6, 28-31 May  6-7, 13-14, 20-31 July  1-2, 5-10, 12-17, 19- 24, 26-31 August  1-2, September
SEALIFE GREAT YARMOUTH	25, December	16-17, 30 April	14, 18-19, 21, 23-26,	1, 8, 13, 15, 20, 22, 27,	2-7, 9-12, 28 April

		1, 14-15, 21-22, May  10-11, 17-18, 24-25 September  5-6, 12-13, 19-20, 26-27, November  3-4, 10-11, 17-18 December	April  2-3, 5, 7-10, 12, 16-17, 23-24 May  2-24, 27-28, 30 June  1, 4-8, 11-12, 14-15, 19 July  3-9, 12-16, 19-23, 26-30 September  1-26, October  3-4, 7-11, 14-18, 21-25, 28-30 November  1-2, 5-9, 12-16, 19-24, 26-31 December	29 April  4, 6, 11, 13, 18-20, 25 May  25-26, 29, June  2-3, 9-10, 16-18 July  27-31, October  1-2, November	26-31 May  1, June  13, 20-31 July  1-31, August  1-2, September
SEALIFE HUNSTANTON	25, December	16-17, 30 April  1, 14-15, 21-22, May  10-11, 17-18, 24-25 September  5-6, 12-13, 19-20, 26-27, November  3-4, 10-11, 17-18	14-15, 18-29, April  2-4, 7-13, 16-20, 23-24 May  2-7, 9-14, 16-21, 23-28, 30 June  1, 4-5, 7-8, 11-12, 14-15, 18-19, July	1-13, April  6, 25 May  8, 15, 22, 29 June  2-3, 6, 9-10, 16-17, July  27-31, October  1-2, November	5, 26-31, May  1, June  13, 20-31 July  1-31 August  1, September



		December	2-9, 12-16, 19-23, 26-30 September  1-26, October  3-4, 7-11, 14-18, 21- 25, 28-30 November  1-2, 5-9, 12- 16, 19-24, 26-31 December		
SEALIFE WEYMOUTH	25, December	16-17, 30 April  1, 14-15, 21- 22, May  10-11, 17- 18, 24-25 September  5-6, 12-13, 19-20, 26- 27, November  3-4, 10-11, 17-18 December	14-15, 18- 29, April  2-13, 16-20, 23-25 May  2-30 June  1, 4-8, 11- 15, 18-19, July  2-9, 12-16, 19-23, 26-30 September  1-28, October  1-4, 7-11, 14-18, 21- 25, 28-30 November  1-2, 5-9, 12- 16, 19-24, 26-31 December	1-13, April  26-27, 31 May  1, June  2-3, 9-10, 16-17, July  29-31, October	28-30, May  20-31, July  1-31, August  1, September

SEALIFE SCARBOROUGH	25, December	16-17, 30 April  1, 14-15, 21- 22, May  10-11, 17- 18, 24-25 September  5-6, 12-13, 19-20, 26- 27, November  3-4, 10-11, 17-18 December	7-12, 14-15, 18-19, 21- 26, 29 April  2-3, 7-10, 12-13, 16- 17, 19-20, 23-24, May  2-7, 9-14, 16-17, 19- 21, 23-24, 27-28, 30 June  1, 4-5, 7-8, 11-12, 15, 19 July  3-9, 12-16, 19-23, 26-30 September  1-26, October  3-4, 7-11, 14-18, 21- 25, 28-30 November  1-2, 5-9, 12- 16, 19-24, 26-31 December	6, 13, 20, 27 April  4, 6, 11, 18, 25, 31 May  1, 8, 15, 18, 22, 25-26, 29 June  2-3, 9-10, 14, 16-18, July	1-5, 28 April  5, 26-30 May  6, 13, 20-31 July  1-31 August  1-2, September  27-31, October  1-2, November
SEALIFE LOCH LOMOND	25, December	16-17, 30 April  1, 14-15, 21- 22, May  10-11, 17- 18, 24-25	15, 18-19, 22-26, 29 April  2-3, 7-10, 13, 16-17, 20, 23-24,	14, 21,28, April  11-12, 18- 19, 25-27 May	1-13, 20, 27 April  4-6, May  29-30, June

		September  5-6, 12-13, 19-20, 26-27, November  3-4, 10-11, 17-18 December	28-31 May  2-7, 9-14 June  16-21, 24, 27-28 June  21-23, 26, 28-30 August  2-6, 9, 12-13, 16, 19-20, 23, 26-27 September  1-4, 6-11, 13-31, October  1, 3-4, 7-11, 14-18, 21-25, 28-30 November  1-2, 5-9, 12-16, 19-24, 26-31 December	1, 8, 15, 22-23, 25-26 June  25-27 August  1, 7-8, 14-15, 21-22, 28-30 September  5, 12, October  2, November	1-31 July  1-20, 24, 31 August
SEALIFE LOCH LOMOND	25, December	16-17, 30 April  1, 14-15, 21-22, May  10-11, 17-18, 24-25 September  5-6, 12-13, 19-20, 26-27, November  3-4, 10-11, 17-18 December	15, 18-19, 22-26, 29 April  2-3, 7-10, 13, 16-17, 20, 23-24, 28-31 May  2-7, 9-14 June  16-21, 24, 27-28 June  21-23, 26, 28-30 August	14, 21, 28, April  11-12, 18-19, 25-27 May  1, 8, 15, 22-23, 25-26 June  25-27 August  1, 7-8, 14-15, 21-22, 28-30 September	1-13, 20, 27 April  4-6, May  29-30, June  1-31 July  1-20, 24, 31 August

			2-6, 9, 12-13, 16, 19-20, 23, 26-27 September  1-4, 6-11, 13-31, October  1, 3-4, 7-11, 14-18, 21-25, 28-30 November  1-2, 5-9, 12-16, 19-24, 26-31 December	5, 12, October 2, November	
SEALIFE MANCHESTER	25, December	16-17, 30 April  1, 14-15, 21-22, May  10-11, 17-18, 24-25 September  5-6, 12-13, 19-20, 26-27, November  3-4, 10-11, 17-18 December	15, 18-19, 22-26, 29, April  2-3, 7-10, 13, 16-17, 20, 23-24 May  2-7, 9-14, 17-21, 23-28, June  1, 4-5, 8, 11-12, 15, 18-19 July  3-6, 9, 12-13, 16, 19-20, 23, 26-27, 30 September  1-4, 7-11, 14-18, 28-31 October	28, April  11-12, 18-19, 25-31 May  1, 8, 15 June  2-3, 9-10, 16-17 July  1, 7-8, 14-15, 21, 29 September  6, 13, 27 October  3, 10, 17, 24 November  1, 7, 14, 21 December	1-14, 20-21, 27 April  4-6, May  16, 22, 29-30 June  6-7, 13-14, 20-31 July  1-31 August  2, 22, 28 September  5, 12, 19-26 October  2, 9, 16, 23, 30 November  26, December

			1, 4, 7-8, 11, 14-15, 18, 21-22, 25, 28-29, November  2, 5-6, 8-9, 12-13, 15- 16, 19-20, 22-24, 27-31 December		
SEALIFE BIRMINGHAM	25, December	16-17, 30 April  1, 14-15, 21- 22, May  10-11, 17- 18, 24-25 September  5-6, 12-13, 19-20, 26- 27, November  3-4, 10-11, 17-18 December	8-12, 15, 18- 19, 22-26, 29 April  2-3, 7-10, 13, 16-17, 20, 23-24 May  3-7, 10-14, 17-21, 24-28 June  1, 4-5, 8, 11- 12, 15, 18- 19, July  2-6, 9, 12- 13, 16, 19- 20, 23, 26- 27, 30 September  1-4, 7-11, 14-18, 21- 25, October  4, 7-8, 11, 14-15, 18, 21-22, 25, 28-29 November  1-2, 5-6, 9, 12-13, 15-	12, 19, 26, 31 May  2, 9, 16, 23, 30 June  2-3, 7, 9-10, 16-17, July  1, 8, 15, 22, 29 September  6, 13, 20, October  3, 10, 17, 24, November  27, December	1-7, 13-14, 20-21, 27- 28, April  4-6, 11, 18, 25, 27-30 May  1, 8, 15, 22, 29 June  6, 13-14, 20- 31 July  1-31, August  7, 14, 21, 28 September  5, 12, 19, 26-31 October  1-2, 9, 16, 23, 30 November  7, 14, 21, December

			16, 19-20, 22-24, 26, 28-31 December		
BLACKPOOL SEALIFE	25, December	16-17, 30, April  1, 14-15, 21- 22 May  10-11, 17- 18, 24-25, September  5-6, 12-13, 19-20, 26- 27, November  3-4, 10-11, 17-18, December	4, 7-8, 11, 14-15, 18, 21-22, 25, 28-29 November  2, 5-6, 9, 12- 13, 16, 19- 20, 23-24, 26 December	15, 18-19, 22-26, 29 April  2-3, 6-10, 13, 16-17, 20, 23-24, May  3-7, 10-14, 17-21, 24- 28, June  2-6, 9, 12- 13, 16, 19- 20, 23, 26- 27, 30 September  1-4, 7-11, 14-18, October  9-10, 16-17, 23-24, 30 November  1, 7-8, 14- 15, 21-22, December	1-14, 20-21, 27-28 April  4-5, 11-12, 18-19, 25-31 May  1-2, 8-9, 15- 16, 22-23, 29-30 June  1-31 July  1-31 August  1, 7-8, 14- 15, 21-22, 28-29, September  5-6, 12-13, 19-31 October  1-3, November  27-31, December
BEAR GRYLLS ADVENTURE	8-10, 15-17, 22- 24, 29-10 April  1, 6-8, 13-15, 20-22, 27-29 May	18, 25 April  16, 23, May  6, June	2, 11-12, 19, 26, April  2-3, 9-10, 17, 24 May	1, 3-7, 13- 14, 20-21, 27-28 April	27-31 December

	3-5, 10-12, 17-19, 24-26 June  1-3, 8-10, 15-17, 23, 30 July  6,13, 20, 27 August  2-4, 9-1, 16-18, 23-25, 30 September  1-2, 7-9, 14-16, 21-23, 29 October  4-6, 11-13, 18-20, 25-27 November  2-4, 9-11, 16-18, 23-25, December	5, 12, 19, 26 September  3,10, 17, 24 October  7-8, 14, 21, 28, November	7, 13-14, 20-21, 27-28 June  4, 11, 18, July  6, 13,20, 27, September  4, 11, 18, 25, October  15, 22, 29, November  5-6, 12-13, 19-20, 26 December	4-5, 11-12, 18-19, 25-26, 20-31 May  1-2, 8-9, 15-16, 22-23, 29-30 June  5-7, 12-14, 19-22, 24-29, 31 July  1-5, 7-12, 14-19, 21-26, 28-31 August  1, 7-8, 14-15, 21-22, 28-29 September  5-6, 12-13, 19-20, 26-28, 30-31 October  1-3, 9-10, 16-17, 23-24, 30 November  1, 7-8, 14-15, 21-22, December	
BLACKPOOL TOWER CIRCUS	25, December	16-17, 30 April  1, 14-15, 21-22, May  10-11, 17-18, 24-25,	4, 7-11, 14-18, 21-25, 28-30 November	15, 18-19, 22-26, 29, April  2-3, 6-10, 13, 16-17, 20, 23-24,	1-14, 20-21, 27-28 April  4-5, 11-12, 18-19, 25-31 May

		September  5-6, 12-13, 19-20, 26- 27, November  3-4, 10-11, 17-18 December	1-2, 5-9, 12- 16, 19-24, 26-27, 30-31 December	May  3-7, 10-14, 17-21, 24- 28, June  2-6, 9, 12- 13, 16, 19- 20, 23, 26- 27, 30 September  1-4, 7-11, 14-18, October  28-29 December	1-2, 8-9, 15- 16, 22-23, 29-30 June  1-31 July  1-31 August  1, 7-8, 14- 15, 21-22, 28-29, September  5-6, 12-13, 19-31 October  1-3, November
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- 10.** 2025 allocations will be updated on these terms and conditions and available from 1<sup>st</sup> January 2025 once annual calendars are confirmed. The dates listed as OFF PEAK, SUPER OFF PEAK, PEAK and SUPER PEAK may be amended from time to time, in which case these terms and conditions will be updated accordingly.
- 11.** The offer is subject to the attractions' annual opening calendars. Please check all opening dates and times before your visit on the attraction's individual websites. All dates are subject to change. **The Blackpool Tower Eye** will close for essential winter maintenance works from 1<sup>st</sup> January 2025 until 31<sup>st</sup> March 2025. Opening is subject to weather conditions. Opening times at all Blackpool attractions may vary during the winter season. **The London Eye** is closed for a limited period in January every year as it closes for annual maintenance.
- 12.** This offer is not valid at secondary attractions and events including, but not limited to; Zoo Days or Winters Tail Event at Chessington World of Adventures Resort, The Alton Towers Dungeon, Alton Towers Spa, Extraordinary Golf, Treetop Quest, the Waterpark and the Scarefest Halloween Event Mazes at Alton Towers Resort, Fright Nights Mazes at Thorpe Park Resort, The Castle Dungeon and Dragon Slayer at Warwick Castle, Junior Brick Week or Christmas events at LEGOLAND® Windsor Resort, LATES at The Dungeons and SEA LIFE London Aquarium, Archery, Escape Rooms, Shooting, Cage Snorkel, Shark Dive, VIP dive experience and unlimited



assault course at The Bear Grylls Adventure, The Blackpool Tower Ballroom, Bar 380, The Fifth Floor or Dino Golf at The Blackpool Tower Eye.

**13.** The offer and/or unique code (where applicable) can only be used as stipulated. The offer and/or unique code have no cash value and are non-transferable/not for resale. All offers and/or unique codes are automatically void if sold, offered for sale or if any attempt or offer is made to transfer the offer and/or unique code for value.

**14.** Offer is only valid on promotional packs of Kellogg's cereal and snack pack products which feature the 25% off Ticket promotion including:

Cereal	Krave Chocolate Hazelnut 410g
	Krave Milk Chocolate 410g
	Corn Flakes 450g
	Crunchy Nut Salted Caramel 375g
	Krave Milk Chocolate 750g
	Krave Chocolate Hazelnut 750g
	Corn Flakes 1kg
	Coco Pops 650g
	Coco Pops 420g
	Coco Pops Chocos 430g
	Rice Krispies 310g
	Rice Krispies 660g
	Rice Krispies 430g
	Crunchy Nut 300g
	Crunchy Nut 720g
	Crunchy Nut 840g
	Crunchy Nut 1kg
	Corn Flakes 670g
	Rice Krispies Multigrain 350g
	Crunchy Nut Clusters 400g
Snacks	Nutri-grain Raisin 6x45g
	Nutri-grain Chocolate 6x45g
	Rice Krispies Squares Marshmallow 4 x28g
	Rice Krispies Squares Marshmallow 8 x28g
	Rice Krispies Squares Chocolatey 4 x36g
	Rice Krispies Squares Caramel & Chocolate 4 x 36g
	Rice Krispies Squares Chocolatey 8 x36g
	Rice Krispies Squares Marshmallow 4 x28g
	RK SQR CHC 5x8x36G UK MER24
	Frosties Cereal Bars 6 x 25g
	Rice Krispies Cereal Bars 6 x 20g
	Coco Pops Cereal Bars 6 x 20g
	Special K Red Berry Bar 6 x 21.5g

- 15.** This offer can only be used for standard single day entrance tickets and cannot be used for any combination, fastrack/priority/early ride time, 2-day or short break tickets including, but not limited to: Merlins Magical London Ticket at London Attractions, Multi-Attraction tickets at The Blackpool Tower Attractions, Merlin Annual Pass, Season Pass.
- 16.** This offer is not valid for accommodation including but not limited to; The Alton Towers Hotel, CBeebies Land Hotel, Splash Landings Hotel, Enchanted Village (Woodland Lodges and Luxury Treehouses) and Stargazing Pods at the Alton Towers Resort, Safari Hotel, Azteca Hotel and Explorer Glamping at Chessington World of Adventures Resort, Tower Suites and Knight's Village at Warwick Castle, Thorpe Shark Cabins at Thorpe Park Resort or the LEGOLAND® Resort Hotel and The LEGOLAND® Castle Hotel at the LEGOLAND® Windsor Resort. Additional costs apply. Please check each attraction's website for additional costs.
- 17.** This offer is not valid for transport or car parking. Some attractions operate a chargeable car parking policy including, but not limited to; Chessington World of Adventures Resort, The LEGOLAND® Windsor Resort, Thorpe Park Resort, Alton Towers Resort, The Bear Grylls Adventure and Warwick Castle.
- 18.** The offer and/or unique code which form part of this offer remain the property of Merlin Entertainments at all times and as such Merlin Entertainments reserves the right to take possession of the offer and/or unique code at any time.
- 19.** Size, height, weight, age restrictions and medical warnings apply to certain rides and/or attractions.
- 20.** Visitors under 12 years must be accompanied by a person aged 18 years or over at Thorpe Park Resort, Warwick Castle, Chessington World of Adventures Resort and Alton Towers Resort. Visitors 14 years and under must be accompanied by a person aged 18 years and over at the LEGOLAND® Windsor Resort, SEA LIFE Aquariums and Centres (Manchester, Blackpool, Brighton, Great Yarmouth, Weymouth, Scarborough, Loch Lomond, Bray and Hunstanton) Madame Tussauds Blackpool and The Blackpool Tower Eye and Circus. Visitors 15 years and under must be accompanied by an adult over the age of 18 at SEA LIFE Birmingham, The Dungeons (Edinburgh, York and Blackpool). Visitors 16 years and under must be accompanied by an adult aged 18 and over at The London Eye, Shrek's Adventure! London, SEA LIFE London, Madame Tussauds London and The London Dungeon. No person aged 18 and over can enter the LEGOLAND® Discovery Centres (Manchester or Birmingham) without an accompanying child/ children aged 17 years or younger. Visitors must be aged 8 years and older to visit The Bear Grylls Adventure, aged 15 years and older to take part in Axe Throwing (not included in this

offer) and 10 years and older to take part in the shooting activity (not included in this offer).

Visitors aged 10 years and under must be accompanied on the activity by an adult aged 18 years and over and guests aged 10 – 16 years must have a person aged 18 years and over present at check-in to sign waivers at The Bear Grylls Adventure.

- 21.** For the purpose of admissions an adult is classified as 12 years of age and over at the Alton Towers Resort and Chessington World of Adventures Resort. An adult is classified as a person 15 years of age and over at SEA LIFE Aquariums and Centres (Manchester, Blackpool, Brighton, Great Yarmouth, Weymouth, Scarborough, Loch Lomond, Bray and Hunstanton), Madame Tussauds Blackpool, The Blackpool Tower Dungeon, The Blackpool Tower Eye and The Blackpool Tower Circus. An adult is classified as a person 16 years of age and over at The London Eye, Shrek's Adventure! London, Madame Tussauds London, SEA LIFE London Aquarium, The Dungeons (London, York and Edinburgh). An adult is classified as a person 18 years of age and over at LEGOLAND® Discovery Centres (Manchester or Birmingham). Some attractions operate an individual ticket price which is the same for both adults and children for the purpose of admissions. This includes but is not limited to; The Bear Grylls Adventure, the LEGOLAND® Windsor Resort, Warwick Castle, Thorpe Park Resort, LEGOLAND® Discovery Centre Birmingham and SEA LIFE Birmingham.
- 22.** Under 2's go free at all attractions except the LEGOLAND® Windsor Resort where under 90cm go free – for full details please check the attraction websites.
- 23.** All of the attractions reserve the right, in their absolute discretion, to refuse entry and to close and/or alter all or any part of the facilities including closure of rides and/or attractions and removal of figures for technical, operational, health and safety or other reasons including overcapacity.
- 24.** Features, rides, attractions and/or creatures shown on the website or communications are not necessarily available at every attraction. Please check ahead of your visit to avoid disappointment.
- 25.** All attraction information is subject to change and entry into any participating attraction is subject to the individual attraction's terms and conditions or entry. Please check the attraction website(s) below before your visit for the latest information;

[www.altontowers.com](http://www.altontowers.com)

[www.THORPEPARK.com](http://www.THORPEPARK.com)

[www.chessington.com](http://www.chessington.com)

[www.LEGOLAND.co.uk](http://www.LEGOLAND.co.uk)

[www.LEGOLANDDiscoveryCentre.co.uk](http://www.LEGOLANDDiscoveryCentre.co.uk)

[www.visitsealife.com](http://www.visitsealife.com)

[www.thedungeons.com](http://www.thedungeons.com)  
[www.madametussauds.com](http://www.madametussauds.com)  
[www.theblackpooltower.com](http://www.theblackpooltower.com)  
[www.sealifeweymouth.com](http://www.sealifeweymouth.com)  
[www.shreksadventure.com](http://www.shreksadventure.com)  
[www.warwick-castle.com](http://www.warwick-castle.com)  
[www.beargryllsadventure.com](http://www.beargryllsadventure.com)  
[www.londoneye.com](http://www.londoneye.com)  
[www.peterrabbitexploreandplay.co.uk](http://www.peterrabbitexploreandplay.co.uk)

26. In the event of circumstances outside the reasonable control of the Promoter, or otherwise where fraud, abuse, and/or an error (human or computer) affects or could affect the proper operation of this promotion, and only where circumstances make this unavoidable, the Promoter reserves the right to cancel or amend the promotion or these offer terms and conditions, at any stage, but will always endeavour to minimize the effect to participants in order to avoid undue disappointment. If any of these clauses should be determined to be illegal, invalid or otherwise unenforceable then it shall be severed and deleted from these terms and conditions and the remaining clauses shall survive and remain in full force and effect.
27. If you redeem the offer, your personal data will be processed in accordance with Merlin's Privacy Statement set out at [Merlin Entertainments | Privacy and Cookies](#). Such notice sets out how Merlin Entertainments will process any personal data you provide in order to redeem the offer. You acknowledge that (a) the processing is necessary for us to take steps with a view to entering into a contract with you to enable you to redeem the offer, and (b) Merlin Entertainments shall only use your personal data in accordance with the terms of the Privacy Statement.
28. The Promoter and its associated agencies and companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with this promotion or accepting or using the prize/gift, except for any liability which cannot be excluded by law (including personal injury, death and fraud) in which case that liability is limited to the minimum allowable by law.
29. These terms and conditions and any related disputes are subject to interpretation under the laws of England and Wales, and to the jurisdiction of the courts of England and Wales unless your residential address is in Scotland, when Scottish law applies or in the Republic of Ireland, when Irish law applies.

**PROMOTER:** Kellogg Marketing & Sales Company (UK) Limited, Orange Tower, Media City UK, Salford, Greater Manchester M50 2HF

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