

TERMS AND CONDITIONS 2022 – KELLOGGS ADULTS GO FREE

COVID-19 UPDATE: these terms and conditions have been updated in light of the changing impact of the COVID-19 pandemic on our business. Further updates may be necessary, depending on how the situation develops. Visit this page before booking to ensure you have the latest terms and conditions. Ticket availability limitations (or even attraction closures) may continue to apply; safety and social distancing measures may be in place as required; for more details visit the website of the attraction you wish to visit.

THE OFFER:

Free Adult Ticket offer entitles the promotional pack holder to one free Adult entry ticket with the purchase of one full “On The Day”* priced Child or Adult ticket until 30th June 2023 at selected Merlin Entertainments Attractions. Some exclusion dates apply across selected attractions – check full T&Cs for details.

*“On The Day” prices are referred to on some Attractions’ websites as “on the door”, or “gate” prices.

TO REDEEM YOUR OFFER, PRE-BOOKING ONLINE IS ESSENTIAL:

STEP 1: Go to www.merlinfun.com and select your attraction and the ticket type you require (e.g. either Child + Adult tickets or Adult + 2nd Adult tickets)

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, Nutrigrain Bars or Fruit Winders) then click on the booking link SNACK PACK. For participating London attractions you will need to enter the code KelloggsGUGF (if buying one child ticket and obtaining one free adult ticket) or KelloggsMGF (if buying one adult ticket and obtaining one free adult ticket), where indicated in the online booking journey.

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.

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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 an additional charge for one full priced “On The Day” admission for the second ticket issued.

FULL TERMS AND CONDITIONS:

1. The Free Adult Ticket offer entitles the holder of one promotional pack to a free adult entry ticket with the purchase of one full “On The Day” priced child or adult ticket to one of the participating attractions, for entry to the same attraction on the same day. This offer is valid until 30th June 2023.
2. The offer is based on the full “On The Day” (also referred to as “on the door”/ “gate”) priced ticket at each attraction; such prices are subject to change.
3. 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).
4. Pre-booking this offer is essential via www.merlinfun.com. For variety pack, snack pack or cereal bar 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 an additional charge for one full priced “On The Day” admission for the second ticket issued. Promotional packs cannot be presented on electronic devices and photocopies will not be accepted. Booking on the day of visit via merlinfun.com with this offer is subject to attraction availability.
5. Only one offer /unique code can be used per person

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6. 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.
7. This offer is valid until **30th June 2023** at all participating attractions.
8. This offer **EXCLUDES** the following dates. All dates are inclusive:

Attraction	Exclusion Dates
All Merlin Attractions	15 th – 18 th April 2022 2 nd – 5 th June 2022 13 th – 21 st August 2022 25 th December 2022
Additional Attraction specific excluded dates	
<ul style="list-style-type: none">Alton Towers ResortChessington World of Adventures ResortLEGOLAND® Windsor ResortThorpe Park ResortWarwick Castle	21 st – 31 st August 2022
<ul style="list-style-type: none">SEA LIFE centres & sanctuariesMadame Tussauds (Blackpool & London)The Dungeons (London, Edinburgh, York, Blackpool),The London EyeThe Blackpool Tower Eye & CircusShrek's Adventure! LondonThe Bear Grylls Adventure	27 th July – 13 th August 2022 24 th – 31 st October 2022
The London Eye	XX – XX January 2022, 31 st December 2022
Thorpe Park Resort	15 th , 16 th , 22 nd - 31 st October 2022
LEGOLAND Windsor Resort	4 th – 6 th November 2022
Alton Towers Resort	28 th – 31 st October & 4 th - 6 th November 2022

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9. 2023 exclusion dates will be updated on these terms and conditions and available from 1st January 2023 once annual calendars are confirmed.
10. The offer is subject to the attractions annual opening calendar. 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 for CLOSURE DATES TBC. 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.

11. 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.
12. 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.
13. Offer is only valid on promotional packs of Kellogg's cereal and snack pack products which feature the Free Adult Ticket promotion including: Crunchy Nut, Corn Flakes, Coco Pops, Crunchy Nut Clusters, Crunchy Nut Chocolate Clusters, Rice Krispies, KRAVE, Rice Krispies Multi Grain cereal packs. Inclusive snack pack products include Fruit Winders Multi Packs, Rice Krispie Squares Multi Packs, Coco Pops Bars, Frosties Bars and Rice Krispies Bars Multipacks, Nutrigrain Multipacks only.

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- 14.** 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.
- 15.** 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.
- 16.** 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.
- 17.** The offer and/or unique code which form part of this offer remains 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.
- 18.** Size, height, weight, age restrictions and medical warnings apply to certain rides and/or attractions.
- 19.** 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

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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 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 – 14 years must have a person aged 18 years and over present at check-in to sign waivers at The Bear Grylls Adventure.

- 20.** 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.
- 21.** Under 3's go free at all attractions except the LEGOLAND® Windsor Resort where under 90cm go free – for full details please check the attraction websites.
- 22.** 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.
- 23.** 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.
- 24.** 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.

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Please check the attraction website(s) below before your visit for the latest information;

www.altontowers.com
www.THORPEPARK.com
www.chessington.com
www.LEGOLAND.co.uk
www.LEGOLANDDiscoveryCentre.co.uk
www.visitsealife.com
www.thedungeons.com
www.madametussauds.com
www.theblackpooltower.com
www.sealifeweymouth.com
www.shreksadventure.com
www.warwick-castle.com
www.beargryllsadventure.com
www.londoneye.com.

25. 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.
26. 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. 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.
28. 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

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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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