**Final 17.07.24**

**GRAB A BITE OF THE ACTION THIS SUMMER WITH KELLOGG’S BEST EVER SAVINGS AT MERLIN’S UK ATTRACTIONS**

Kellogg’s customers can save more than ever before on a visit to many of Merlin’s UK Attractions this summer, including the LEGOLAND® Windsor Resort, Alton Towers Resort, Thorpe Park, Chessington World of Adventures Resort, the lastminute.com London Eye, Madame Tussauds and SEA LIFE Aquariums thanks to a Kellogg’s on pack promotion.

Offering 25 per cent off on up to two online advanced priced tickets, Kellogg’s is collaborating with Merlin to benefit guests visiting attractions any time from 1 July 2024 until 30 June 2025. By booking against the online advanced price versus the previous “On the Gate” price, Kellogg’s customers can now pay as little as £44 for two Alton Towers’ day passes - down from £68 for two in 2023 - making it a huge saving.

**Nick Brigden, director of brand partnerships for UK & Europe at Merlin Entertainments said:** “We are excited to announce another brilliant partnership with Kellogg’s in 2024. With the summer holidays fast approaching, we know that many customers are looking forward to visiting our attractions for some family fun. This year, we have made a welcome upgrade to the very popular Kellogg’s promotion, offering customers the chance to purchase discounted tickets in advance with a 25% saving from our online advanced prices. We look forward to welcoming Kellogg’s customers and hope that they make some magical memories with us this year!”

The money-saving offer can be redeemed against a fun day out for family and friends at the participating attractions such as The lastminute.com London Eye, The Blackpool Tower and many more across the breadth and length of the UK. No matter where people are based, they can be part of the action for less.

**Freya Knight, activation brand manager at Kellanova, said**: “We’re thrilled to be working with Merlin again to offer cereal and snacks fans a great deal on fun family days out. Offering our best discount yet through our collaboration with Merlin will help people to make the most of summer at prices that we hope mean they can visit again and again. Keeping everyone entertained during the holidays can be challenging as well as costly, which is why we’re proud to offer an even better offer this year.”

Thrill-seekers can use the discounted tickets to ride Nemesis Reborn – 2024’s hotly anticipated opening at Alton Towers Resort – or head to Thorpe Park Resort to experience the UK’s tallest and fastest rollercoaster - Hyperia!

To bag this high value offer, shoppers need to simply buy a pack of participating Kellogg’s cereals, including Corn Flakes, Coco Pops and Rice Krispies, or snack packs in all major supermarkets now and claim 25 per cent off up to two tickets when you redeem your unique code at merlinmagic.biz/kelloggs and purchase your entry online. Day trippers are advised as there is no code printed inside snack packs, original packaging must be presented at the attraction on your date of visitation alongside the digital ticket.

Adventurers will have to pre-book online to ensure admission to all participating Merlin Entertainments’ attractions by visiting [www.merlinmagic.biz/kelloggs](http://www.merlinmagic.biz/kelloggs) at least one day in advance as this incredible offer will not be available at the attraction on the day of their visit.

**ENDS**

For more information, please contact the Kellogg’s press office on 0161 869 5293 or email pressoffice@kellogg.com

Merlin Entertainment’s top attraction prices with 2024 offer versus 2023 offer:

Alton Towers Resort: Kellogg’s 2024 Prices from £22 per person vs £34 per person in 2023

SEA LIFE London: Kellogg’s 2024 Prices from £21 per person vs £33 per person in 2023

Thorpe Park: Kellogg’s 2024 Prices from £22 per person vs £32 per person in 2023

LEGOLAND® Windsor Resort: Kellogg’s 2024 Prices from £22 per person vs £33 per person in 2023

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 Subject to availability, prices vary by date, see full T&Cs for more information.

Notes to Editor:

**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 growing estate, with over 140 sites across 23 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](https://protect.checkpoint.com/v2/___http%3A//www.merlinentertainments.biz___.bXQtcHJvZC1jcC1ldXcyLTE6bmV4dDE1OmM6bzplYjFlMWNkNTU1MmVjNGNlNmIxODJkZWY4NDI1YTZiMTo2OmZmMzc6MGZlODE2Y2I4NzZkNmRiMDljYWFiYzY2NTI3OWM4YWVmZGEzYjc4Njk5NjgyYjFlOGFlNGJhZDYwOGJhOTQyNTpwOkY6Tg) for more information.

See Short Terms and Conditions below:

25% Off Great Days Out\*

\*Save 25% on up to 2 Online Advance Priced Tickets at participating Merlin Attractions in the UK.  18+ UK/ROI. Offer valid until 30th June 2025.  Availability limited. Must be booked in advance, not valid for same day use. Prepayment required at the time of online booking.  See side of pack for details.

For full T&Cs and a list of all participating Merlin attractions, see [www.kelloggs.co.uk/merlin](https://eur03.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.kelloggs.co.uk%2Fmerlin&data=05%7C02%7Csarah.kilgannon%40merlinentertainments.biz%7C692e0c43c73e4363b15b08dbfa9fdc49%7Ceff87342bf9949a9bfb2655c113e30a4%7C0%7C0%7C638379336760359226%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=6s6Wnfa8zlURkuf99Od5JwU%2BJps1RtebfoHWsvD2%2BBI%3D&reserved=0).

Promotion only valid for packs purchased in (and residents of) the UK and Ireland.

All other countries are not valid for entry into the promotion.

**PRE-BOOKING ONLINE IS ESSENTIAL VIA MERLINMAGIC.BIZ/KELLOGGS**

The unique 10 digit code printed inside this promotional pack gives 25% off for up to 2 Online Advance Priced Tickets from 1st July 2024 until 30th June 2025 at participating Merlin Attractions in the UK.  **Booking online is essential via**[**www.merlinmagic.biz/kelloggs**](https://eur03.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.merlinmagic.biz%2Fkelloggs&data=05%7C02%7Csarah.kilgannon%40merlinentertainments.biz%7C692e0c43c73e4363b15b08dbfa9fdc49%7Ceff87342bf9949a9bfb2655c113e30a4%7C0%7C0%7C638379336760359226%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=ieDB6YmFGSkSX1WurxAjoUngQlkobMKJkR%2FoO8lUU4U%3D&reserved=0) **using the code printed inside this promotional cereal pack.** **Promotional tickets for Kellogg’s customers are limited in numbers for each day the attraction is open, subject to a minimum number allocated to every day each attraction opens, therefore customers are advised to plan ahead and book early, especially for popular dates e.g. weekends/school holidays (see full T&Cs for details).** This offer cannot be used in conjunction with any other promotion or as part of a phone booking. Promotional tickets are subject to availability at time of booking andmust 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*.* Each attraction has different opening times. Age/height/weight/medical restrictions may apply within attraction and are subject to change. To avoid disappointment, see full T&Cs:[www.kelloggs.co.uk/merlin](https://eur03.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.kelloggs.co.uk%2Fmerlin&data=05%7C02%7Csarah.kilgannon%40merlinentertainments.biz%7C692e0c43c73e4363b15b08dbfa9fdc49%7Ceff87342bf9949a9bfb2655c113e30a4%7C0%7C0%7C638379336760359226%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=6s6Wnfa8zlURkuf99Od5JwU%2BJps1RtebfoHWsvD2%2BBI%3D&reserved=0). Max 1 entry (covering up to 2 tickets) per promotional pack. Promoter: Kellogg Marketing and Sales Company (UK) Limited, Orange Tower, MediaCityUK, Salford, Greater Manchester, M50 2HF.