

## SAVE WITH 'FREE ADULT TICKET' OFFER TO TOP UK ATTRACTIONS WITH KELLOGG'S

Adults can save on a visit to some of the top attractions in the UK and Republic of Ireland this year, including the LEGOLAND® Windsor Resort, Alton Towers Resort, and SEA LIFE Aquariums.

The Free Adult Ticket offer is available on participating Kellogg's cereals and snacks, and people are able to use the vouchers any time until June 30<sup>th</sup> 2024. This year the vouchers offer people more flexibility than ever before, with no restrictions around peak times such as bank holidays<sup>1</sup>.

The offer can be redeemed against a fun day out for family and friends at more than 30 participating attractions such as SEA LIFE Aquariums, The Lastminute.com London Eye, The Blackpool Tower and Alton Towers Resort.

New for 2023, the offer also includes entry to Blackpool's newest attraction, Peter Rabbit™; Explore and Play as well as the world's first Jumanji themed land, World of Jumanji at Chessington World of Adventures (opening late Spring). Giving families even more choice when keeping kids entertained on a budget.

Simply buy a pack of participating Kellogg's cereals, including Corn Flakes, Coco Pops and Rice Krispies, or snack packs and single bars in all major supermarkets now and claim a free adult ticket when purchasing another full "On The Day" price adult or child ticket.

Thrill-seekers will have to pre-book to ensure admission to Merlin Entertainments' attractions by visiting [www.merlinfun.com](http://www.merlinfun.com) in advance.

### ENDS

For more information, please contact the Kellogg's press office on 0161 869 5293 or email [pressoffice@kellogg.com](mailto:pressoffice@kellogg.com)

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<sup>1</sup> Subject to availability, see full T&Cs for more information.

Notes to Editor:

#### About Merlin Entertainments

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin operates over 140 attractions, 23 hotels and 6 holiday villages in 25 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

See [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information and follow on Twitter [@MerlinEntsNews](https://twitter.com/MerlinEntsNews).

T&C's apply. 18+ UK/ROI. Prepayment required for online bookings. Offer valid until 30.06.2024. See side of pack for details.

Must be accompanied by a separate adult or child paying full "On The Day" price.

For full T&Cs and a list of all UK and Ireland attractions see [www.freeadulthoodticket.co.uk](http://www.freeadulthoodticket.co.uk)

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.

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