



For Immediate Release

*Photo opportunities available

Contact: Beth Downing
(760)918-5379

Beth.Downing@legoland.com

LEGOLAND® CALIFORNIA HOSTS
F.I.R.S.T. LEGO LEAGUE COMPETITION

Teams of youngsters use robots to solve the “Power Puzzle”

CARLSBAD, Calif. (Nov. 27, 2007) – LEGOLAND® California is hosting the ninth annual F.I.R.S.T. (For Inspiration and Recognition of Science and Technology) LEGO® League Tournament (FLL) on Saturday, Dec. 1, 2007. Fifty-six teams of kids ages 9 to 14 will compete in this high-energy competition using robots to understand and create solutions for one of today’s most critical environmental issues: energy management and conservation.

The tournament challenges teams to use science and technology as they build, program and test an autonomous robot to compete with other teams’ robots in an obstacle course. Teams have the option of using LEGO MINDSTORMS® or LEGO MINDSTROMS NXT to build their robots for the challenge. The teams, which come from all over California, have eight weeks to design and refine their robots before putting them to the test by completing a series of missions on the obstacle course. Each team also writes and presents a research assignment based on the tournament’s theme.

The F.I.R.S.T. LEGO League Tournament, takes place in LEGOLAND California’s Imagination Zone from 10 a.m. to 4 p.m. and is designed to teach children how to apply creative thinking and robotics to real-life situations. With missions exploring “green” solutions such as solar panels on houses, hydro-dams, wind turbines and planting trees, teams will program their robots to find sustainable options to meet our planet’s growing energy needs in environmentally sound ways.

F.I.R.S.T. collaborated with the Gulf Coast Combined Heat and Power Application Center, the Department of Chemical Engineering at the University of South Carolina and the Second Hill Group, an independent consulting firm specializing in issues including energy, environment and green design, to create a theme and challenge missions that are reflective of today’s real world issues.

FLL is a partnership between F.I.R.S.T. and The LEGO Company, which has been helping young people discover the fun in science and technology while building self-confidence, knowledge and life skills since 1998. F.I.R.S.T. is a non-profit organization founded by world-renowned inventor, Dean Kamen, to inspire young people’s interest and participation in science and technology.

LEGOLAND® California is a 128-acre interactive theme park dedicated to families with children between the ages of 2 and 12. With more than 50 rides, shows and attractions, LEGOLAND is geared towards family fun! There are three other LEGOLAND Parks in the world – LEGOLAND Billund in Denmark, LEGOLAND Deutschland near Günzburg, Germany and LEGOLAND Windsor outside of London. The LEGOLAND theme parks are a part of Merlin Entertainments Group, the second largest attractions operator in the world. Merlin Entertainments is the leading name in location based, branded, family entertainment and currently owns more than 50 attractions worldwide serving more than 30 million visitors. For the most current information, log on to www.LEGOLAND.com or call (760) 918-LEGO.

Merlin Entertainments Group is the leading name in location based, family entertainment, and has seen the most successful and dynamic growth of any company in the sector over the last five years. The world’s No. two visitor attraction operator, Merlin aims to deliver memorable and rewarding experiences to its 30 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13,000 employees. Bigger than Universal and second only to Disney, Merlin Entertainments brings together LEGOLAND, Madame Tussauds, British Airways London Eye, SEA LIFE, Gardaland, Dungeons – as well as national brands such as Alton Towers, Thorpe Park, Warwick Castle and Heide Park. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future.

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