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OBAMA FAMILY GETS FASHION MAKEOVER AT LEGOLAND® CALIFORNIA *President and family are re-built out of LEGO® bricks to reflect Inauguration Day wardrobe!*

CARLSBAD, Calif. (Jan. 22, 2009) – The Presidential Inauguration scene at LEGOLAND® California is garnering interest across the globe and the Master Model Builders at the family theme park in Carlsbad thought it would be only “fitting” to alter the clothing of First Lady Michelle Obama, daughters Malia and Sasha to more accurately replicate what they wore on Inauguration Day.

While President Barack Obama’s wardrobe was predicted accurately when the scene was revealed to Park guests on Thursday, Jan. 15 with his well-known red tie, First Lady Michelle Obama was dressed in a red dress with Malia and Sasha wearing patriotic colors. Master Model Designer Kristi Klein was tasked with giving them a quick fashion makeover.

“Since ‘lemon grass’ isn’t really a common color for LEGO bricks, we decided to use yellow for Michelle’s dress to make sure she stands out in the crowd and Park guests can easily recognize her,” said Klein. “We changed the girl’s dresses as well and of course, we couldn’t leave out Aretha Franklin!”

Franklin was originally built wearing a blue dress, but Klein changed her outfit to more closely resemble the grey ensemble she wore on Inauguration Day with her hat and the distinguishable grey bow.

Master Model Designers at the family theme park in Carlsbad worked for weeks recreating the historic scene depicting President Barack Obama taking the Presidential oath of office. President Obama, his family, Vice President Joseph Biden and his wife Jill, former President George Bush and Laura Bush, former Vice President Dick Cheney and wife Lynn, along with former President George Bush Sr. and Barbara Bush have all been created out of hundreds of LEGO bricks. More than one-thousand mini-figures came from all over Miniland U.S.A. to witness the event and more than 500 are newly created. Mini-figures are generally four-inches-high and inhabit Miniland U.S.A., the heart of LEGOLAND California where more than 22 million LEGO bricks are used to recreate famous areas including Washington, D.C., New York, Las Vegas, New Orleans, San Francisco, Daytona, New England and the Southern California coastline.

Other mini-figures depicting ceremony participants include: Senator Dianne Feinstein, Dr. Rick Warren, John Williams and performers Itzhak Perlman, Yo-Yo-Ma, Gabriela Montero, Anthony McGill, the United States Marine Band, the San Francisco Boys Chorus and the San Francisco Girls Chorus. Park guests can also find Oprah Winfrey in the crowd. Many details such as all the media, secret service, and even “porta-potties” were included to make the view as realistic as possible. Nearly 20 Model Builders had a hand in the creative scene.

While swearing in President Obama at LEGOLAND California was not a simple task, it was an easy decision. “LEGOLAND is all about education and interaction so what better way to educate children on our nation’s government than to put it on a level they can relate to,” said LEGOLAND Spokesperson Julie Estrada.

LEGOLAND® California has created inaugurations throughout the ten years since the Park has been open but this is the first time the event made entirely out of LEGO® bricks reflected a crowd of this magnitude. The 56th Presidential Inauguration can be seen by Park guests on the steps of the Capitol in Miniland U.S.A. until Memorial Day.

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 33 million visitors worldwide. For the most current information, log on to www.LEGOLAND.com or call (760) 918-LEGO.

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