

For Immediate Release  
Photos Available

Media Contact: Julie Estrada  
(760) 918-5377  
Julie.Estrada@LEGOLAND.com

**BLOCKIN' AROUND THE CHRISTMAS TREE AT LEGOLAND® CALIFORNIA**  
*Annual Tree Lighting Kicks Off Holidays at Family Theme Park in San Diego*

**CARLSBAD, Calif. (Sept. 14, 2007)** – It's a tree lighting ceremony unlike any other in the world...On Monday, Nov. 26, 2007 the world's largest LEGO® Christmas tree lights up the night to the delight of guests young and old at LEGOLAND® California. A surprise celebrity guest along with a well-known man with a white beard will set the tree aglow.

More than 245,000 forest green DUPLO® bricks click together to create the 30-foot tall holiday tree that can only be seen at the 128-acre family theme park in Carlsbad. For the fifth year in a row, the LEGO brick tree towers over the entrance to LEGOLAND adorned with more than 240 ornaments and 100 holiday candles, all built in LEGO basic brick.

The world's biggest LEGO Christmas tree is the centerpiece of the eight annual Holiday Block Party presented by Volvo Cars of North America at LEGOLAND California, Dec. 22 through Dec. 31, 2007. Unique to this year's celebration is an incredible "holidays around the world" LEGO mosaic welcoming guests from around the world to the family theme park. That theme continues into the night with fireworks lighting up the sky above Miniland U.S.A. accompanied by a unique soundtrack featuring holiday songs from around the world.

Also during the Holiday Block Party, children may pose with a special life-size LEGO display of Santa, his sleigh and two reindeer. The 7-foot tall display features 51,100 bricks and provides a unique photo opportunity during the holidays. Of course the "real Santa" will also visit LEGOLAND Dec. 22 through Dec. 24 before heading up to the North Pole.

The entire theme park transforms into a holiday wonderland featuring vibrant holiday decorations, savory meals and jolly sounds of the season. Visitors are encouraged to come and watch the tree sparkle in the night, meet special guests, enjoy festive holiday music and get some holiday shopping done at The Big Shop. The theme park's Big Shop is the largest LEGO retail store in the nation boasting more than 8,000-square-feet of the hottest toys and merchandise.

The holiday season concludes with the one-and-only Kids' New Year's Eve party in Southern California on Dec. 31 with festivities beginning at 3 p.m. For more information on the LEGOLAND theme park, event schedules, hours and prices log onto [www.LEGOLAND.com](http://www.LEGOLAND.com) or call (760) 918-LEGO.

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](http://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 2 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.