



DAY OUT WITH THE KIDS ANNOUNCES NEW PARTNERSHIP WITH MERLIN ENTERTAINMENTS

Merlin Entertainments has partnered with the biggest website for family days out in the UK, [Day Out With The Kids](http://www.dayoutwiththekids.co.uk), to promote its catalogue of family-friendly rides and attractions.

The partnership will centre around popular destinations including Alton Towers Resort, Warwick Castle, LEGOLAND® Windsor Resort and THORPE PARK Resort, helping them to reach and attract families with younger children.

As part of the partnership, Merlin has also joined the brand new Day Out With The Kids membership scheme to offer family-friendly incentives and offers, including Kids Go FREE to The National SEA LIFE Centre Birmingham and the newly opened LEGOLAND® Discovery Centre Birmingham.

With 17 million annual family users, [dayoutwiththekids.co.uk](http://www.dayoutwiththekids.co.uk) will help to ensure Merlin attractions are front of mind for families actively searching for days out all year round, providing new customers through targeted listings and seasonal campaign activity.

Simon Applebaum, Managing Director at Day Out With The Kids, said: “Merlin Entertainments is one of the biggest names in the sector and with a great range of rides and attractions specifically targeted to a young family audience, it’s the ideal fit for our core audience.

“Merlin Entertainments has been a key partner of the wider Attraction World Group for a number of years and we’re proud to have extended that partnership to also include the Day Out With The Kids brand.”

Dominique Sidley, Global Trade Strategy Director at Merlin Entertainments plc, added: “Merlin’s amazing portfolio of attractions have been entertaining and delighting families for years and for many their earliest memories of theme parks start with one of our iconic brands. This partnership with Day Out with the Kids puts Merlin at the heart of the planning stage for busy parents, hopefully the start of future fantastic family memories. ”

For more information about Day Out With The Kids, visit www.dayoutwiththekids.co.uk.



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