



## **PRESS RELEASE**

### **PARTY WITH CBEBBIES CHARACTERS IN SPECIAL 5<sup>TH</sup> BIRTHDAY CELEBRATION AT ALTON TOWERS RESORT!**

Alton Towers Resort will celebrate the fifth anniversary of Cbeebies Land this May Bank Holiday, with a fun-packed Birthday event for families to enjoy.

From Saturday May 4<sup>th</sup> to Monday May 6<sup>th</sup>, fans of Cbeebies will get the chance to dance along with some of their favourite characters from the hit TV channel as they come together in Cbeebies Land for a very special live performance. Guests will also get to take part in a special Birthday Treat Trail and receive a Birthday badge souvenir reward as they explore Cbeebies Land.



The 'Cbeebies Land Birthday Celebration' will mark 5 years since the opening of Cbeebies Land. A huge Birthday cake, over 3 metres tall, will also greet guests as they enter the Alton Towers Theme Park and head to Cbeebies Land.

During their visit, youngsters can collect a free Birthday Treat trail activity card to complete as they explore Cbeebies Land, home to kids' TV favourites including the Furchester Hotel, Go Jetties, In the Night Garden, Octonauts, Postman Pat and Tree Fu Tom.

Nowhere else can fans of the UK's most watched children's channel meet so many of their favourite characters all in one place.

At the end of each day, over the May Bank Holiday, costume characters from across CBeebies Land will come together for a unique Birthday-themed live performance for families to enjoy.

CBeebies Land is situated within Alton Towers Theme Park and is specially designed to promote learning through play and sparking guests' imaginations as some of the CBeebies favourite programmes are brought to life. The Land includes a large range of rides, indoor and outdoor play areas and a full programme of live entertainment featuring Bing and Flop in *Bing's Picnic* and Hey Duggee's *Big Day Out Badge*.

For 2019 two major new family attractions have joined the line-up in CBeebies Land. Families can now experience the new 'Peter Rabbit™ Hippy Hop' ride, featuring the mischievous bunny Peter Rabbit and his friends Benjamin and Lily. The Land has also welcomed the Teletubbies, who are performing a brand new live show, the 'Teletubbies Big Band Live Show', exclusive to guests at CBeebies Land.

**Ends.**