



WHAT IN 'THE WORLD OF DAVID WALLIAMS' IS COMING TO ALTON TOWERS RESORT?

*Work is underway to bring the magic of David Walliams'
books to life at Alton Towers Resort in Spring 2020*



Alton Towers Resort today announced a unique partnership with comedian, actor and best-selling author David Walliams OBE that will see some of his best-loved characters brought to life across the Resort from Spring 2020.

The project, centring around the existing Cloud Cuckoo Land area of the Resort, is shrouded in secrecy. But the theme park has confirmed that its 'Merlin Magic Making' creative team has been working with Walliams and HarperCollins Children's Books for the past two years to develop a ground-breaking, unique headline attraction as well as bringing a number of other attractions and characters to life across the theme park and within the Resort's hotels.

Construction work at the theme park began earlier this year and it's also been revealed that nearly 100 specialists, from Alton Towers' creative team and external experts in the latest theme-park technology, are working flat-out to meet the 2020 opening date.

David Walliams first shot to fame in the early 2000s with Matt Lucas in the comedy sketch show, *Little Britain*. He began writing children's books in 2008 and has since published 12 children's novels as well as short story collections and picture books. To date, David's book sales exceed 33 million copies worldwide and he ended 2018 as the UK's biggest selling author for the second year running.

"It's a huge thrill for some of my favourite characters to be getting their own attractions at Alton Towers." said David Walliams. "I can't wait to experience them for myself, and from all the work that has gone in I think people are going to love it. All will be revealed next year."

"We are delighted to be able to announce our partnership with David Walliams on what promises to be a hugely exciting addition to Alton Towers Resort in 2020," said James Walker, Marketing Director at Alton Towers Resort.

"David's books have really captured the imagination of Britain's children and their families. So it's a huge honour to be working with David on this fabulous collaboration for 2020, the year in which we celebrate our 40th birthday as the nation's favourite theme park."

Sign up to be the first for updates by visiting www.altontowers.com/Walliams or following @AltonTowers across social media. More information about the arrival of 'The World of David Walliams' at Alton Towers will be released soon.

For those who simply can't wait until then, the Alton Towers 2020 Season Pass is already on sale at www.altontowers.com. For just £58 guests can pay for a day and come back all year. (Exclusions apply. For full terms and conditions visit www.altontowers.com/seasonpass.)

-ENDS-

Notes to editors

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About Alton Towers Resort

For generations now, Alton Towers Resort has offered visitors the chance of a great escape with rides, attractions and entertainment for thrill-seekers, families and kids of all ages!

The Resort launched the Alton Towers Dungeon in 2019 – a hilariously hideous journey through Staffordshire's darkest history! And if that's not scary enough, thrill-seekers can also experience seven world-class rollercoasters including the latest addition Wicker Man that brings together wood and fire, as well as Nemesis with its iconic twists and turns, Oblivion's vertical drop and The Smiler's world-record 14 inversions.

For those with little ones in tow, CBeebies Land is the perfect place to explore and meet some of your favourite CBeebies friends including the Teletubbies, Peter RabbitTM and Postman Pat. Families can also discover Sharkbait Reef by SEA LIFE, learn to drive at Cuckoo Cars Driving School, catch the Runaway Mine Train or enjoy the spins and thrills on Spinball Whizzer!

The Resort boasts four themed hotels and glamping-style Stargazing Pods, an indoor waterpark, high ropes course, luxury spa and eighteen-hole crazy-golf course.

And new for 2020, The World of David Walliams will be joining the line-up as the Alton Towers Resort celebrates 40 years as the UK's leading theme park!

To find out more visit www.alton-towers.com.

Alton Towers Resort is part of Merlin Entertainments – www.merlinentertainments.biz

About David Walliams

As a children's author David Walliams is one of today's most influential writers, dominating the industry charts and changing the shape of the book retail landscape. Since the publication of his first novel, THE BOY IN THE DRESS (2008), illustrated by the iconic Sir Quentin Blake, David Walliams has celebrated more than eleven years of unprecedented growth with global sales exceeding thirty-three million copies, and his books have been translated into fifty-three languages. David's titles have spent 150 weeks (non-consecutive) at the top of the Children's charts. An achievement no other children's writer has reached.

He closed 2018 as the UK's biggest-selling author for the second year running. Collectively, he held the industry Number-one spot for 50 weeks of the year and the children's Number-one spot for twenty-six weeks.

About HarperCollins

HarperCollins Children's Books, unprecedented three times winner of Children's Publisher of the Year (2014, 2015, 2016) is one of the leading publishers of children's books, recognised for nurturing new talent as well as boasting a reputable list of established best-selling authors. Respected worldwide for its tradition of publishing quality, award-winning books for young readers, HarperCollins is home to many children's classics, including The Chronicles of Narnia, the Paddington stories, The Cat in the Hat and The Tiger Who Came to Tea, and to some of the biggest names in children's literature catalogue past and present, including David Walliams, Judith Kerr, David Baddiel, Lauren Child, Oliver Jeffers and Michael Morpurgo.

HarperCollins Publishers is the second largest consumer book publisher in the world, with operations in 17 countries. With 200 years of history and more than 120 branded imprints around the world, HarperCollins publishes approximately 10,000 new books every year in 16 languages, and has a print and digital catalogue of more than 200,000 titles. Writing across dozens of genres, HarperCollins authors include winners of the Nobel Prize, the Pulitzer Prize, the National Book Award, the Newbery and Caldecott Medals and the Man Booker Prize. HarperCollins, headquartered in New York, is a subsidiary of News Corp (Nasdaq: NWS, NWSA; ASX: NWS, NWSLV) and can be visited online at corporate.HC.com.