

Leisure Parcs

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November

Strictly embargoed till 11am 27th November 2007

LEISURE PARCS ANNOUNCES TOWERING INVESTMENT IN BLACKPOOL

Leisure Parcs Ltd is underlining its commitment to ensuring Blackpool remains one of the UK's leading visitor destinations with the announcement of its biggest ever single investment in Blackpool Tower, the resort's iconic landmark.

Leisure Parcs has unveiled detailed plans for a six month, £multi million project to completely redevelop Level 5 of Blackpool Tower.

The project involves the removal of the legendary 'Jungle Jim's' play area, opened in 1982 and once the biggest indoor play area of its kind in Europe.

Jungle Jim's will be replaced by Jungle Jim's Towering Adventureland, described by Leisure Parcs as 'the most innovative and interactive play scheme of its kind in the UK'.

Work has already begun on the unique, £3 million project which will be complete by Easter 2008.

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Based around a 'Lost City', the 2,500 square metre attraction will set youngsters upon a quest, taking them through a series of exciting adventures in their search to find the hidden treasure.

The glass-roofed area will include the installation of three huge ships each with separate theming, their own characters and the capacity to host dedicated children's parties.

The existing food court will also be completely redeveloped to make way for a dining area seating over 350 which will take people back on a magical journey to years gone by.

A number of the Tower's architectural features, not seen by the public for over twenty five years and including several areas currently used as storage units, will be restored to their former glory, underlining the architectural significance of the 113-year-old building.

Blackpool Tower General Manager, Geoff Sage comments: "Jungle Jim's Towering Adventureland will take children's play provision in the UK to an exciting, new level. The combination of three uniquely-themed play areas, a quest to find hidden treasure, a new food court and the capacity to cater for children's parties of all sizes will draw families to Blackpool from far and wide.

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“It’s great news for Blackpool Tower and for the resort as a whole. Blackpool needs and deserves investment of this scale to re-establish it as the jewel of the north.

“The announcement of this investment reaffirms our commitment to Blackpool’s future prosperity. We also hope that it will turn the current tide and see other projects announced, funds committed and schemes granted, all with the aim of restoring Blackpool to its former glory.”

-Ends-

For further information please contact: Keeley Duffy, Martin Jackson or Claire Murgatroyd on 01772 421 442. E-mail: Keeley@mtjpr.co.uk

Note to Editors:

The Retail Theatre Company, Architectural Interior Designers, have developed the theming and the design of the entire project. www.theretailtheatrecompany.com