



## ***JURASSIC WORLD: THE EXHIBITION* LAUNCHING IN LONDON AUGUST 25, 2022**



### ***JURASSIC WORLD* DINOSAURS STOMP INTO LONDON FOR THEIR FIRST IMMERSIVE UK EVENT**

***JURASSIC WORLD: THE EXHIBITION***, an over 20,000 square-foot immersive experience based on one of the biggest blockbusters in cinema history, will be landing in London on August 25, 2022 at ExCeL London, just 15 minutes from central London on the brand new Elizabeth Line. Visitors will walk through the world-famous “Jurassic World” gates, encounter life-sized dinosaurs and explore prehistoric environments. Guests will have an up-close look at a Velociraptor, stand in awe under a towering Brachiosaurus, and encounter the most fearsome of them all, the mighty Tyrannosaurus rex. Fans will be able to imagine what it would have been like to roam among these breathtaking creatures and even interact with new baby dinosaurs, including “Bumpy” from the popular animated series *Jurassic World: Camp Cretaceous*, created by Universal Pictures, Amblin Entertainment and DreamWorks Animation, which is currently streaming globally on Netflix.

The *Jurassic World* franchise has been entertaining generations of fans around the world with thrilling and awe-inspiring stories and characters for nearly 30 years – from films and TV series, to video games and toys, to live-action experiences and immersive attractions at Universal Parks and Resorts around the globe.

To celebrate the exhibition launch in London, fans will get an exclusive opportunity when playing *Jurassic World Alive* – the popular location-based AR mobile game. Players who visit the exhibition in London and open the game on their devices can locate an exclusive *Jurassic World: The Exhibition* incubator, which are capsules that contain valuable resources, as an in-game reward. Players with AR-enabled devices can



then snap a picture or take a video of a dinosaur using the game's AR feature and post to their social media channels using the #JurassicWorldAlive hashtag.

Truly bringing *Jurassic World* to life since its initial launch in Melbourne, Australia, *Jurassic World: The Exhibition* has become a global success and has opened its gates to excited fans in Dallas, Denver, Chicago, Philadelphia, Paris, Madrid, Seoul, Chengdu, Guangzhou and Shanghai with more to come.

Universal Parks & Resorts' President of Global Business Development, Michael Silver said, "What excites us about *Jurassic World: The Exhibition* is the opportunity to give fans a real-world, immersive experience based on the amazing adventures of the franchise and delivered to a location near them. Visitors will come face-to-face with life-sized dinosaurs and walk through richly themed environments, all inspired by the beloved global franchise."

Cityneon's Executive Chairman & Group CEO, Ron Tan said, "I am equally excited that we are launching *Jurassic World: The Exhibition* in the UK for the first time so soon after the theatrical release of *Jurassic World: Dominion*. Fans in London, stay tuned for a once in a lifetime experience and see your favourite dinosaurs come to life right in front of your eyes!"

*Jurassic World: The Exhibition* — produced in conjunction with Universal Live Entertainment, a division of Universal Parks & Resorts — immerses audiences of all ages in settings inspired by the groundbreaking *Jurassic World* franchise from Universal Pictures and Amblin Entertainment. The latest film, *Jurassic World: Dominion*, is in theaters now.

The operation and management teams will continue to implement enhanced health and safety procedures for the operation of *Jurassic World: The Exhibition* when it arrives in London. Specific details will be shared closer to opening at [JurassicWorldExhibition.com](https://www.jurassicworld.com). All exhibition activities will be in accordance with applicable guidelines and local directives. Visit <https://www.gov.uk/coronavirus> for the latest guidelines.

Tickets to *Jurassic World: The Exhibition* start at £13. Children under two years of age are free with accompanying parent or guardian. Group Sales packages are available for groups greater than 10. VIP and Flex Passes are available, as well as special pricing for senior citizens, students and NHS.

For more information about *Jurassic World: The Exhibition*, visit [JurassicWorldExhibition.com](https://www.jurassicworld.com).

**PRESS KIT:** [click here](#)

#### **SOCIAL MEDIA FOR JURASSIC WORLD: THE EXHIBITION**

[facebook.com/jurassicworldexhibition](https://www.facebook.com/jurassicworldexhibition)

[twitter.com/jworldexhibit](https://twitter.com/jworldexhibit)

[instagram.com/jurassicworldexhibition](https://www.instagram.com/jurassicworldexhibition)

#JWEXHIBITION



#### **CONNECT WITH CITYNEON:**

Official Website: [www.cityneongroup.com](http://www.cityneongroup.com)

Facebook: [@cityneonholdings](https://www.facebook.com/cityneonholdings)

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Instagram: [@cityneonholdings](https://www.instagram.com/cityneonholdings)

#### **LOCATION: JURASSIC WORLD: THE EXHIBITION –**

ExCeL London

One Western Gateway

Royal Victoria Dock

**London E16 1XL**

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#### **About Cityneon Holdings**

Cityneon is a global leader in immersive experiences that holds global partnerships with billion-dollar studios such as The Walt Disney Company and Marvel Entertainment for *Marvel Avengers S.T.A.T.I.O.N.* and *Marvel Avengers Station: Evolution* and 20th Century Studios for *AVATAR: The Exhibition*, Hasbro for *Transformers: The Experience*, NBCUniversal for *Jurassic World: The Exhibition*, and Lionsgate for *The Hunger Games: The Exhibition*. Cityneon has also recently announced a partnership with Warner Bros. Themed Entertainment to produce two brand-new, unique global touring themed art experiences inspired by DC and the Wizarding World, slated to launch in 2023. The company also partners with the governments of Peru and Egypt for their original artifact IP experiences, *Machu Picchu and the Golden Empires of Peru* and *Ramses the Great and the Gold of the Pharaohs* respectively, plus original artifact tours *Pompeii: The Exhibition*, *Mummies of the World: The Exhibition* and *Victoria the T. Rex*. These partnerships have enabled the Group to bring compelling experiences that leave lasting memories to visitors in more than 50 cities to date globally.

With its global reach and international partnerships, Cityneon has the capability to serve its clients anywhere in the world. Cityneon was listed on the Mainboard of the Singapore Stock Exchange since 2005, and was privatized on February 2019 by West Knighton Limited, a company wholly owned by Cityneon's Executive Chairman and Group CEO, Ron Tan, together with Hong Kong veteran entrepreneur and investor, Johnson Ko Chun Shun. Johnson is a capital markets veteran and has held controlling interests and directorships in many listed companies. In May 2019, Cityneon welcomed CITIC Capital as a new shareholder, who holds approximately 9% shares in Cityneon. CITIC Capital is part of CITIC Group, one of China's largest conglomerates, and has over US\$29B of assets under its management across 100 funds and investment products globally. Other institutional shareholders of the Group include EDBI – a Singapore government-linked global investor, and Pavilion Capital - a Singapore-based investment institution which focuses on private equity investments, that made strategic investments to the Group in August and October 2019 respectively. In April 2021, Cityneon welcomed new investors Seatown Holdings International, Qatar's Doha Venture Capital, which will now own approximately 4% of the Group, and other financial institutions and family offices in Singapore and China, joining the already strong stable of shareholders to support the Group's further expansion globally. For more information, please visit [www.cityneongroup.com](http://www.cityneongroup.com).



### **About Victory Hill Exhibitions:**

Victory Hill Exhibitions is a subsidiary of Cityneon Holdings and is the worldwide leader in producing Hollywood IP exhibitions. Currently their offerings include *Marvel Avengers S.T.A.T.I.O.N.* in Las Vegas, Nevada, Sanya, China and Tokyo, Japan; *Jurassic World: The Movie Exhibition* in Guangzhou and Shanghai, China; *Jurassic World: The Exhibition* in Denver, Colorado; and *The Hunger Games: The Exhibition* in Las Vegas.

As a global IP management company which strives to create interactive exhibits that attract visitors and have educational value, Victory Hill with its 25 years of experience and cooperation with pioneers in technology from around the world, creates astounding interactive experiences, and can adapt to satisfy each and every unique need of their clients.

### **About Jurassic World:**

From Universal Pictures and Amblin Entertainment, *Jurassic World* immerses audiences of all ages in a new era of wonder and thrills where dinosaurs and humankind must learn to coexist. *Jurassic World* is more than a film franchise. At every turn, this \$5 billion film series delivers a larger-than-life destination for exploration, discovery, and epic adventure. Dinosaurs live again and they live in *Jurassic World*. *Jurassic World Dominion* is in theaters now.

### **About FKP Scorpio:**

Founded in 1990 by Folkert Koopmans and with over 300 employees, FKP Scorpio is one of the leading promoters of live music events in the UK & Europe, promoting countless concerts, festivals and show productions with millions of visitors. The FKP Scorpio Group is represented by the following offices throughout Europe: FKP Scorpio UK LTD (United Kingdom), Arcadia Live GmbH (Austria), FKP Scorpio Belgium BV (Belgium), FKP Scorpio Norge AS (Norway), FKP Scorpio Poland SP.Z O.O. (Poland), FKP Scorpio Sverige AB (Sweden), Friendly Fire B.V. (The Netherlands), Fullsteam Agency OY (Finland), Greenfield Festival AG (Switzerland) and Smash!Bang!Pow! ApS (Denmark). FKP Scorpio Entertainment Ltd is a new division of the group which specialises in exhibitions, family events and touring shows.

### **About Universal Live Entertainment:**

Universal Live Entertainment partners with best-in-class entertainment companies to bring today's most popular stories, characters and adventures to life in a city near you. From larger-than-life touring shows to immersive, walk-through exhibitions and family entertainment centers, Universal's world-class entertainment brands are delivered across the globe for families, friends and people of all ages to enjoy. Productions include *Jurassic World Live Tour*, *Jurassic World: The Exhibition*, *A Minions Perspective*, *DreamWorks Animation: The Exhibition*, *Kung Fu Panda: The Exhibition*, *The Office Experience*, film to live orchestra concerts and more.

Universal Live Entertainment is a division of Universal Parks & Resorts, a unit of Comcast NBCUniversal. With theme park destinations in California, Florida, Japan, Singapore, and Beijing, Universal Parks & Resorts offers guests around the globe today's most relevant and popular entertainment experiences. Universal theme parks are known for immersive experiences that feature some of the world's most thrilling and technologically advanced film- and television-based attractions. Comcast NBCUniversal



wholly owns Universal Studios Hollywood, Universal Orlando Resort, and Universal Studios Japan. In addition, the company has a license agreement with Universal Studios Singapore at Resorts World Sentosa and Universal Beijing Resort – an all-new, widely anticipated theme park destination!

***About Jurassic World Alive:***

Developed by Ludia, in partnership with Universal Games and Digital Platforms, *Jurassic World Alive* is a free-to-download mobile game that brings players up close with their favorite prehistoric creatures from the *Jurassic World* film franchise using location-based technology and augmented reality (AR). Players will encounter and collect a variety of dinosaurs while exploring their own neighborhoods and cities. They will discover rare and awe-inspiring creatures by locating them on a map and deploying an in-game drone to collect DNA samples. This gives players the ability to level up and create genetically modified dinosaurs in a lab, then compete in real-time player-versus-player arena battles to earn more rewards. By leveraging the latest offerings in AR technology, users can interact with their collection of virtual dinosaurs in the real world, capture those moments through photos and video and share them with friends and family. *Jurassic World Alive* is available now to download on the [App Store](#) and [Google Play Store](#).

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