



**MEDIA RELEASE**  
**For Immediate Release**

***Jurassic World: The Exhibition Now Open at Pullman Yards in Atlanta***

*An immersive experience based on the Jurassic World franchise makes its Georgia debut*

**ATLANTA** (May 26, 2023) – *Jurassic World: The Exhibition*, over 22 thousand-square-foot family-friendly immersive experience, is making its East Coast debut for a limited engagement at Pullman Yards in Atlanta. The Exhibition is open to visitors starting on Friday, May 26, 2023 at 10 am ET, just in time for Memorial Day weekend.

Based on one of the biggest blockbusters in cinema history, *Jurassic World: The Exhibition* is a thrilling interactive experience featuring realistic dinosaurs, cutting-edge technology and richly themed prehistoric environments that are sure to capture the imaginations of fans of every age.

*Jurassic World: The Exhibition* allows guests to walk through the iconic Jurassic World gates, meet Velociraptors, stand under a towering Brachiosaurus, and encounter the most fearsome dinosaur of all, the mighty Tyrannosaurus rex. Visitors can even interact with “Bumpy” from the popular animated series *Jurassic World: Camp Cretaceous*. *Jurassic World: Camp Cretaceous* is produced by Universal, DreamWorks Animation and Amblin Entertainment with five seasons now streaming on Netflix.

This must-see event has been created by NEON, a global leader in immersive and epic experiences, and Fever produced in conjunction with Universal Live Entertainment, a division of Universal Destinations & Experiences, and Round Room Live.

“We are delighted to bring this awe-inspiring experience to Atlanta for the first time.” said Ron Tan, Executive Chairman & Group CEO of NEON Global. “The overwhelming fan turnout in Toronto, London and other cities around the world is a testament to the excitement and fulfillment that surrounds this exhibition and the one-of-a-kind experience that it brings to life.”

Universal Destination & Experiences President of Global Business Development, Michael Silver said, “*Jurassic World: The Exhibition* is the perfect adventure for fans of all ages to experience the *Jurassic World* franchise in a new and unique way. There is something new to discover and take away with every visit.”

*Jurassic World: The Exhibition* has become a global success with nearly five million visitors since its initial launch in Melbourne, Australia. It has opened its gates to excited fans in regions around the world including the United States, Europe and Asia.

Some of the elements on the immersive journey that await visitors include:

- **The Ferry:** The journey begins aboard a ferry and a walk through of the iconic “Jurassic World” gates.

- **Land of the Giants:** Guests will then walk under a towering Brachiosaurus that is part of the gigantic sauropod dinosaur family, the largest creatures to ever walk the earth.
- **Creation Lab:** The Creation Lab is where guests can learn more about coprolites and the various species of dinosaurs that live at Jurassic World.
- **The Raptor Paddock:** Guests can walk up to the Raptor's paddock, but don't get too close! These creatures have sharp serrated teeth and sharp-clawed hands and feet. Their large, recurved claw is used for slashing and pinning prey.
- **Gyrosphere Valley:** This is the perfect place to take a picture with a baby dinosaur. Continue the journey through this picturesque valley to enjoy a life-sized gyrosphere.
- **Feeding Time:** The highly intelligent Indominus rex is one of the most formidable creatures in the park. Visitors can watch as she is fed her daily meal.
- **T. rex Kingdom:** A high voltage fence is the only thing that separates visitors from the mighty Tyrannosaurus rex.

*Jurassic World: The Exhibition* will be in Atlanta for a limited engagement Pullman Yards, located at 225 Rogers St NE, Atlanta, GA 30317. Timed-entry tickets are required and are available at [jurassicworldexhibition.com](http://jurassicworldexhibition.com).

Admission to *Jurassic World: The Exhibition* starts at \$21.99 for children (ages three and up) and \$29.99 for adults (ages 16 and up). Family and group tickets are also available as well as special pricing for senior citizens and students. Children under two years of age are admitted free with accompanying parent or guardian.

Fans can follow along on social media [Facebook](#), [Twitter](#) and [Instagram](#) and use hashtag #JWEXHIBITION and #DinosInAtlanta to join the conversation.

#### **About NEON**

NEON, formerly Cityneon, is a global leader in creating and producing immersive experiences. NEON enjoys worldwide partnerships with The Walt Disney Company and Marvel Entertainment for *Marvel Avengers S.T.A.T.I.O.N.* and *Marvel Avengers Station: Evolution*, 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*. It also has 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 authentic artifact tours *Pompeii: The Exhibition*, *Mummies of the World: The Exhibition*, *Victoria the T. Rex* and *Auschwitz. Not Long Ago. Not Far Away*. These partnerships have enabled the Group to bring compelling experiences that leave lasting memories to millions of visitors in more than 60 cities to date globally. For more information, please visit [www.neonglobal.com](http://www.neonglobal.com).

#### **About the JURASSIC WORLD Franchise**

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 \$6 billion film series delivers a larger-than-life destination for exploration, discovery, and epic adventure. Dinosaurs live again and they live in *Jurassic World*.

#### **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 Minion's Perspective, DreamWorks Animation: The Exhibition, The Office Experience, American Ninja Warrior Adventure Parks, Film with Live Orchestra concerts and more.

Universal Live Entertainment is a division of Universal Destinations & Experiences, a unit of Comcast NBCUniversal. With incredible theme park destinations across the globe, Universal Destinations & Experiences offers guests of all ages the most exciting 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.

### **About Fever**

Fever is the leading global live-entertainment discovery platform which has helped millions of people discover the best experiences in their cities since 2014. With a mission to democratize access to culture and entertainment in real life through its platform, Fever inspires users to enjoy unique local experiences and events, from immersive exhibitions, interactive theatrical experiences, and festivals to molecular cocktail pop-ups, while empowering creators with data and technology to create and expand experiences across the world.

### **About Round Room Live**

Round Room Live is the leading producer and promoter of exhibitions and family show entertainment, specializing in transforming both new and iconic intellectual property into engaging and thrilling live events. Round Room creates unique live experiences tailored to the distinct character of each property and produces the highest quality productions for audiences around the world.

Round Room's Immersive and Entertainment Experiences division is currently touring: *The All New...Nitro Circus 20<sup>th</sup> Anniversary Tour*, *Jurassic World: The Exhibition*, *Mandela: The Official Exhibition*, *Tupac Shakur*, *Wake Me When I'm Free*, and *Formula 1: The Exhibition*. Their current roster of touring theatrical shows includes: *Baby Shark Live!*, *Blippi: The Wonderful World Tour*, *Blippi The Musical*, *Peppa Pig Live*, and *Blue's Clues & You! Live On Stage*.

### **NOW OPEN PRESS KIT**

**Media requiring further information, please contact:**

**[info@jurassicworldexhibition.us](mailto:info@jurassicworldexhibition.us)**

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