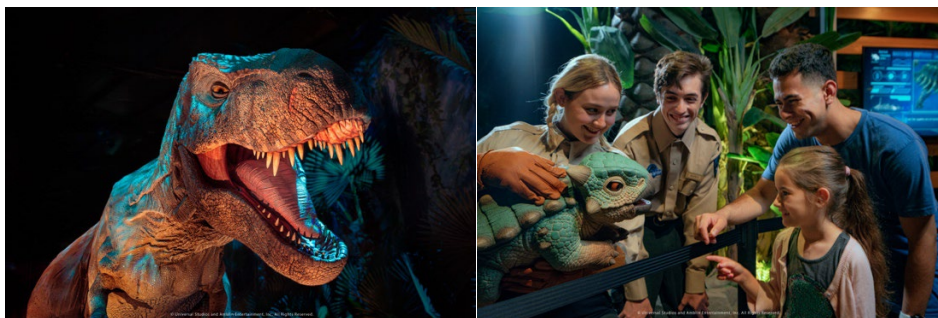




MEDIA RELEASE
For Immediate Release

JURASSIC WORLD: THE EXHIBITION OPENS ITS GATES IN MELBOURNE AT FEVER EXHIBITION HALL



Melbourne, Australia (2 August 2024) – *JURASSIC WORLD: THE EXHIBITION* has officially opened its iconic gates to explorers who have been eagerly awaiting their first opportunity to step foot inside Jurassic World and get closer to life-sized dinosaurs than ever before.

Jurassic World: The Exhibition is a family-friendly exhibit of massive proportions based on one of the biggest blockbuster franchises in cinema history. Visitors walk through the iconic Jurassic World gates, explore richly themed environments, encounter a life-sized brachiosaurus, velociraptors, including fan-favorite Blue, and the most fearsome dinosaur of all, the mighty Tyrannosaurus Rex. Guests will be able to imagine what it would have been like to roam amongst these breathtaking creatures, and even interact with baby dinosaurs, including “Bumpy” from the popular animated series *Jurassic World: Camp Cretaceous* from Universal Pictures, Amblin

Entertainment and DreamWorks Animation, currently streaming on Netflix; and *Jurassic World: Chaos Theory* – a second series following the events of *Camp Cretaceous*, just launched on Netflix.

Jurassic World: The Exhibition has now become one of the fastest selling exhibitions since its launch with nearly eight million tickets sold in 20 cities around the globe.

To celebrate the Exhibition launch, fans will get an exclusive opportunity when playing *Jurassic World Alive* – the popular location-based AR mobile game. Starting on August 2nd, players who visit the Exhibition in Melbourne 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.

“It is indeed exciting to bring Jurassic World: The Exhibition to Melbourne following our recent engagement in Sydney” said Mr. Ron Tan, Executive Chairman & Group CEO of NEON. *“This immersive experience featuring amazing lifelike dinosaurs that are powered by ANIMAX, our animatronics powerhouse, will definitely be an unforgettable experience for all our visitors here in Melbourne!”*

“After its extraordinary success in Sydney, we are thrilled to be bringing this unique live experience to Melbourne so that fans will be able to get up close with these phenomenal, life size creatures.” said Andy Edwards and Justin James, Co-CEOs of SuperLuna.

Tickets available now for a limited time at the newly reimagined 3,600 sqm The Fever Exhibition Hall, 62 Dawson Street, Brunswick VIC 3056. jurassicworldexhibition.com.au. Admission to *Jurassic World: The Exhibition* starts at \$39 for children (ages three and up) and \$49 for adults (ages 16 and up). Family and group tickets are also available as well as special pricing for senior citizens and students.

For further information about *Jurassic World: The Exhibition*, please visit Jurassicworldexhibition.com. Follow along on social media [Facebook](#), [Twitter](#) and [Instagram](#) and use hashtag #JWEXHIBITION to join the conversation.

The exhibition engages audiences of all ages in settings inspired by Universal Pictures and Amblin Entertainment’s *Jurassic World* franchise and is produced by NEON in conjunction with Universal Live Entertainment, SuperLuna, Masterworks, Sony Music Entertainment Australia, and Animax Designs – the creators of the lifelike animatronic dinosaurs.

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.

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 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 SuperLuna

Founded in 2022 by a team of senior international entertainment executives as a one stop shop for creating, producing and promoting cutting-edge live entertainment, SuperLuna delivers extraordinary live event experiences across Australasia.

About Sony Music Masterworks

Sony Music Masterworks is a multi-faceted worldwide entertainment business specializing in recorded music and live events. The Masterworks live division encompasses Backyard Cinema, Black Ink Presents, Culture Creative, GEA Live, The Luna Entertainment Group, MAC Global, Proactiv Entertainment, Raymond Gubbay Ltd., RoadCo Entertainment, Seaview, Senbla, and Terrapin Station Entertainment.

***Jurassic World: The Exhibition* imagery and videos can be found [HERE](#). Media requiring further information, please contact:**

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