



MEDIA RELEASE
For Immediate Release

JURASSIC WORLD: THE EXHIBITION OPENS ITS GATES IN MANCHESTER AT TRAFFORD CENTRE



Manchester, UK (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. Families can experience this with kids pricing from £13 and adult pricing from £19.

Last night saw the official VIP launch of Jurassic World: The Exhibition. Guests included comedian Russell Kane, Coronation Street stars, Samia Longchambon and Sue Cleaver, Real

Housewives of Cheshire stars, Hanna Kinsella and Nermina Pieters, as well as Hayley Tamaddon, Sarah Jayne Dunn, and Chelsea Norris.

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-favourite Blue, and the most fearsome dinosaur of all, the mighty Tyrannosaurus Rex. And for the first time in the UK, Mancunians will also witness the armored adult Ankylosaurus, and the ferocious Carnotaurus.

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 22 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 2-August, players who visit the Exhibition in Manchester 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.

“We are thrilled to bring Jurassic World: The Exhibition back to the United Kingdom once again after its premiere in London in 2022,” said Executive Chairman & Group CEO of NEON, Mr. Ron Tan. “With the strong support from our partners and fans from around the world, this experience has achieved tremendous success in every city it has travelled to, and this run in Manchester promises to be even more exceptional with the additional showcase of new dinosaurs! Together with our partners, we are confident that our friends in Manchester will be in awe with this amazing experience and we look forward to welcoming our friends in Manchester and beyond to Get Closer™ to the world of the prehistoric giants.”

Michael Silver, President of Global Business Development at Universal Destinations & Experiences 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 films, in their own backyard. This amazing exhibition has thrilled and awed more than eight million guests, who have had the opportunity to come face-to-face with life-sized dinosaurs and walk through richly themed environments, all inspired by the blockbuster franchise. We are confident that Mancunians of all ages will cherish this adventure 65 million years in the making.”

“We are delighted that the opening day has finally arrived and that, in collaboration with our partner NEON, we can now present this remarkable and extraordinary exhibition to our visitors in Manchester. After successful stops in Cologne and Berlin, it’s a pleasure to finally bring the experience back to the UK. Jurassic World: The Exhibition is currently the most modern and largest travelling exhibition on the market. We knew that advance ticket sales for this exhibition would be strong, but the level of demand has been really high,” shared Andreas Wasch, CEO of the Explorado Group.

Information and Tickets

Jurassic World: The Exhibition will be presented starting 2 August, 2024 for a limited time at the Trafford Centre Manchester, Peel 7 car park, opposite John Lewis. Tickets available now exclusively on www.ticketmaster.co.uk

Affordable ticket prices are available and pricing varies depending on the day and time you wish to visit the Exhibition. Children (3-15 years) get a £6 discount on all days. Adult pricing starts from £19 on Mondays, other weekdays from £25, and weekends from £37.

Group tickets are also available for more than 15 people. Families can save 10% with a Family Ticket (with or without an Explorer Guide). The interactive Explorer Guide offers fun and educational missions that bring each exhibit to life. Please note that all tickets are valid for a specific time slot.

Location @JurassicWorldExhibition

<https://www.facebook.com/jurassicworldexhibition>

<https://www.instagram.com/jurassicworldexhibition>

For more about *Jurassic World: The Exhibition*, please visit jurassicworldexhibition.co.uk

The exhibition engages audiences of all ages in settings inspired by Universal Pictures and Amblin Entertainment's *Jurassic World* franchise and is produced in conjunction with Universal Live Entertainment, NEON 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 the Wizarding World open now in Cologne, Germany, and DC, slated to launch in 2025. 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*.

JURASSIC WORLD: THE EXHIBITION

PRESS KIT

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