Winter 2017/18

*More interactive than ever before*

**New VR animation featuring Paddington coming to Europa-Park**

***From now on visitors to Germany’s largest theme park will get the unique opportunity to experience a brand new interactive animation. Paddington will be on-hand to greet guests on the Alpenexpress Coastiality ride. Visitors can immerse themselves fully in the animation and even influence the ride through movements of their head. With this addition, Europa-Park expands its Coastiality offering on the popular ride to four experiences, all produced by MackMedia. Paddington, first made famous in the well-known children’s book, can also be found opposite the Globe Theatre in the English themed area from the beginning of the winter season. From the 2018 summer season, Europa-Park will also present a brand new ice show with Paddington once again taking centre stage to entertain the whole family.***

After the successful release of Paddington 2, a brand new interactive Paddington ride is brought to visitors from December 2. Launching for the 2017 winter season, visitors to Germany’s largest theme park will get the unique opportunity to experience a new interactive adventure on the Alpenexpress Coastiality ride. This new ride will allow the visitors to enjoy more adventures with Paddington and extend the experience of Gameloft’s game: Paddington Run, which plunges the gamers into a frantic race through the streets of London on smartphones and tablets. MackMedia worked closely to develop the ride with Gameloft’s development studios and the Copyrights group who manages all of the licensing activities of the Paddington brand. Visitors can immerse themselves fully in this exciting new ride, which has interactive elements with visitors being able to direct Paddington on his journey with movements of their head. With this addition, Europa-Park expands its Coastiality offering on the popular ride to four experiences, all produced by MackMedia. With the help of Samsung Gear VR glasses, visitors will find themselves on the red double decker bus as Paddington chases to catch up with it. For the first time, guests can interactively engage in the action of a MackMedia VR animation ‒ will Paddington catch the bus?

**Digital offerings from MackMedia growing further**

As well as video productions, PC games, mobile games, and social media concepts and apps, virtual reality animations are an additional product in the area of digital entertainment catered to by MackMedia. An innovative rollercoaster ride with VR technology, first opened in the Austrian themed area in September 2015, can be experienced by visitors to Europa-Park in the form of the Alpenexpress Coastiality rollercoaster. With the addition of the Paddington animation, four different 360° sequences from MackMedia can be experienced from the 2017 Winter season onwards. Guests still have the opportunity either to embark on a wild ride in a mine cart with Ed Euromaus and his friends, to become a pilot in the Sky Explorers animation, floating at lofty heights over breath-taking landscapes and villages, or to slide over snow covered paths and mountain peaks on a big bell with Schellen Ursli in a lovingly designed Winter scenery. The mine cart ride, the gliding flight, the slide, and Paddington’s hunt for points are presented in outstanding quality on Samsung Gear VR glasses and perfectly synchronized to the track layout.

**Paddington to be found all throughout Europa-Park**

From the beginning of the 2017 Winter season, visitors can visit the lovable bear in an additional home in front of the venerable Globe Theatre in the English themed area where they can enjoy a lot of lovely Paddington articles.

Additionally, from the beginning of the 2018 summer season on 24th March 2018, Paddington will also be on hand to greet guests of Europa-Park as the star of a new ice show. The 30-minute interactive show in the Greek themed area focuses on many aspects of the beloved children’s book, especially Paddington’s favourite food – marmalade sandwiches. Guaranteed fun for the whole family!

*Europa-Park is open during the Winter season until the 7th January 2018 (excluding 24th/25th December) daily from 11am until at least 7pm. Longer opening hours until 8pm on weekends and during the public holidays in the county of Baden-Württemberg. Admission prices: adults €41, children (aged 4-11) €34.50. Evening tickets available from 4pm: adults €22, children €17. For further information call: +49 7822 / 77 66 88 or visit* [*www.europapark.de*](http://www.europapark.de) *|* [*@EuropaParkUK*](http://www.twitter.com/europaparkuk)

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**About Paddington**

For almost 60 years, British-born writer Michael Bond has been entertaining children and families all over the world with his stories about Paddington, the bear from Darkest Peru famous for his love of marmalade. Since the first book, A Bear Called Paddington, was published by HarperCollins in 1958, a further 14 full-length novels and countless other formats have been published.

Paddington’s adventures have been adapted several times for the television and at the end of 2014 Paddington made his debut on to the big screen in a film produced by STUDIOCANAL, a Vivendi Company. A second Paddington movie, also produced by STUDIOCANAL, Paddington 2, launched globally from November 10th. A new interactive game *Paddington Run* launched through Gameloft, also a Vivendi company, in October 2017.

In recognition of Paddington’s extraordinary popularity and success, Michael Bond was awarded an OBE (Order of the British Empire) from the Queen for services to children’s literature in 1997 and a CBE (Commander of the British Empire) in 2015.

Today, there are over 150 book titles available in 40 languages and in more than 100 countries, book sales are in excess of 35 million.

Paddington has a growing online presence with over 600 thousand Facebook fans and over 20 thousand Twitter followers.

In 2016 Copyrights Group was acquired by the global media company Vivendi.

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**About Gameloft**

Leader in the development and publishing of mobile games, Gameloft® has established itself as one of the top innovators in its field since 2000. Gameloft creates games for all digital platforms and with an audience of 134 million monthly users offers via Gameloft Advertising Solutions a unique level of visibility and involvement to advertisers. Gameloft operates its own established franchises such as Asphalt®, Order & Chaos, Modern Combat and Dungeon Hunter and also partners with major rights holders including Universal, Illumination Entertainment, Disney®, Marvel®, Hasbro®, Fox Digital Entertainment, Mattel® and Ferrari®. Gameloft distributes its games in over 100 countries and employs 6,000 people worldwide. Gameloft is a Vivendi company.

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*Paddington Run* is a family game downloadable on the [App Store](http://extads.gameloft.com/publicrelations/detect/click.php?eproduct_id=105&sub_publisher=PRPaddington), [Google Play](http://extads.gameloft.com/publicrelations/detect/click.php?eproduct_id=105&sub_publisher=PRPaddington) and [Windows Store.](http://extads.gameloft.com/publicrelations/detect/click.php?eproduct_id=105&sub_publisher=PRPaddington)

Watch the trailer of Paddington Run [here](https://www.youtube.com/watch?v=dWhiYf95y9I).