



The Magical Ice Kingdom presents *Deep Sea Adventure*

Press Release

Images of last year's theme 'An Arctic Adventure' are available via <http://press.hydeparkwinterwonderland.com>

Wednesday 6th September 2017, London: Brand new for this year, **The Magical Ice Kingdom** presents *Deep Sea Adventure*.

Exclusive to Hyde Park Winter Wonderland, The Magical Ice Kingdom is the largest indoor ice and snow sculpture experience in Europe. This year's new theme *Deep Sea Adventure* takes visitors on a journey through a spectacular frozen world of mermaids, gods and sea creatures; a must-see attraction for all ages.

Hyde Park Winter Wonderland is the UK's number one Christmas destination and runs for 6 weeks from Friday 17th November 2017 – Monday 1st January 2018.

Beautiful craftsmanship

Deep Sea Adventure features an awe-inspiring underwater journey of myth and mystery, made completely from snow and ice. The immersive walk through experience will display over 250 individually sculpted pieces, created from over 500 tonnes of ice and snow. The attraction takes over five months to construct and craftsmen begin work on the sculptures as early as April to ensure ultimate precision. Visitors will be blown away by the sheer size, beauty and level of detail in each of the lifelike sculpted pieces. Masterfully carved, the largest piece within the Magical Ice Kingdom for 2017/18 is a giant snow octopus measuring 5 metres high and weighing 60 tonnes; this equates to 6 elephants or 200,000 mince pies!

Pure amazement

Transported into the depths of the ocean, visitors will discover an enchanting mermaid grotto, complete with little mermaids to delight the whole family. Other elaborate underwater creatures will make appearances along the way including stingrays, sharks, turtles and seahorses, shown alongside a strikingly colourful coral reef. This year's *Deep Sea Adventure* is also as interactive as

ever. Adults and children alike will have the opportunity to sit on Neptune's Grand Throne, take a selfie at the Bubble Wall and glide down the ever-popular ice slide.

Russell Crouch, Hyde Park Winter Wonderland Attractions Producer commented: 'Our vision for this year's Magical Ice Kingdom was to create an unforgettable new world that both adults and children would remember. We wanted to break boundaries and *Deep Sea Adventure* does this through the inclusion of a 3D element, with detailed fish and jelly-fish ice sculptures suspended from the ceiling that will create a feeling of movement for all of our visitors. The final experience will be a must-see across the festive season.'

As well as **The Magical Ice Kingdom *Deep Sea Adventure***, Hyde Park Winter Wonderland will host many new and returning attractions including **the UK's largest outdoor Ice Rink, Zippos Christmas Circus, Cirque Berserk, Cinderella on Ice, The Giant Observation Wheel, The Sooty Christmas Show, Bar Ice**, over 150 chalets in the **Angels Christmas Market**, the world's largest transportable rollercoaster **Munich Looping**, alongside food and drink throughout. Tickets are on sale now.

For the last 10 years, Hyde Park Winter Wonderland has been hugely popular with members of the Royal family and the celebrity crowd. Guests who have been spotted enjoying the festivities across the years have included: Duchess of Cambridge & Prince George, Eva Longoria, David & Brooklyn Beckham, Simon Cowell, Mel C, Nicole Scherzinger, Lindsay Lohan, Liv Tyler, Kate Moss, Naomi Campbell, Cara Delevingne, Myleene Klass, Caroline Flack, Nick Grimshaw, Elle Macpherson, Helena Bonham Carter, Damian Lewis, Suki Waterhouse, Penelope Cruz, Rafferty Law, Tom Cruise, Elizabeth Hurley, Amanda Holden, David Furnish, Tim Burton, David Cameron, Anais Gallagher, Ella Eyre, Anton du Beke and Tom Daley.

Register at www.hydeparkwinterwonderland.com for further announcements of new attractions, shows and rides coming to Hyde Park Winter Wonderland this year.

Follow us:

Facebook: www.facebook.com/winterwonderlanduk

Twitter: [@WinterWonderLDN](https://twitter.com/WinterWonderLDN)

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

Listings Information:

Tickets are now on sale for the Ice Rink, Magical Ice Kingdom, Cinderella on Ice, Bar Ice, Giant Observation Wheel, Zippos Christmas Circus, Cirque Berserk & The Sooty Christmas Show

Dates: Friday 17th November 2017 – Monday 1st January 2018 (closed on Christmas day)

Times: 10am – 10pm daily (except Friday 17th November – opens at 5pm)

Entry: Hyde Park Winter Wonderland is FREE to enter, there is no admission fee

Online booking: www.hydeparkwinterwonderland.com

Ice Rink timings (50min session):

10am, 11am, 12pm, 1pm, 2pm, 3pm, 4pm, 5pm, 6pm, 7pm, 8pm, 9pm

The Sooty Show timings:

11am

Circus performance timings: (45 mins)

Zippos Christmas Circus: 12:30pm, 2pm, 3:30pm, 5pm

Cirque Berserk: 7pm, 8pm, 9pm

Cinderella on Ice performance timings:

12pm, 2pm, 4pm, 5.45pm, 7.30pm

Ticket Prices (see website for full details)

Ice Skating	£9.50 - £15.50 (adult), £7.50 - £10.50 (child), £30 - £42 (family), £8.50 - £14.50 (cons)
Magical Ice Kingdom	£7.00 - £11.00 (adult), £5.00 - £9.00 (child), £20 - £36 (family), £6.00 - £10.00 (cons)
Bar Ice	£14.00 - £16.00 (adult)
Giant Wheel	£7.00 - £9.00 (adult), £5.00 - £7.00 (child), £20 - £28 (family), £6.00 - £8.00 (cons), £40 - £50 (Private pod), £55 - £65 (VIP pod)
Circus Shows	£8.50 - £15.00 (adult), £5.00 - £11.50 (child), £20 - £46 (family), £7.50 - £14.00 (cons) £90 - £105 (Private box for 4 people, includes a bottle of champagne and chocolates)
The Sooty Christmas Show	£8.50 - £15.00 (adult), £5.00-£11.50 (child), £20- £46 (family), £7.50- £14.00 (cons)
Cinderella on Ice	£16.95- £19.95 (adult), £12.95- £15.95 (child), £51.80- £63.80 (family), £15- £18 (cons)

-ENDS-

Press Enquiries:

Emma Kelleher, Director of PR, Plus 1 Communications, emma@plus1comms.com | 0207 749 5154 2135 / +44 (0) 7710 023 630

Samantha Bentley, PR Manager, Plus 1 Communications, samantha.bentley@plus1comms.com | 0207 749 1930 / +44 (0) 7712 551 279

Amy Lababidi, PR Account Executive, Plus 1 Communications amy@plus1comms.com | 0207 749 1957

Notes to editors**About PWR Events:**

PWR are unique creators, producers and promoters of large scale public events at prestigious venues, working with organisations such as The Royal Parks and Historic Royal Palaces.

Currently producing Hyde Park Winter Wonderland and Hampton Court Palace Festival; PWR have previously created events across the UK including Hampton Court Palace, Tower of London, Windsor, Greenwich, Manchester United FC and Hampstead Heath Ice Rinks, The Royal Windsor and Greenwich Observation Wheels, and Hampton Court, Greenwich and Windsor Beer & Jazz Festivals.

PWR Events are part of WME / IMG Arts & Entertainments division.

PWR are proud to create, produce and organise sustainable events.

About Hyde Park and The Royal Parks:

The Royal Parks is a charity created in March 2017 to manage and fundraise for 5,000 acres of Royal parkland across London. Every year 77 million visitors enjoy London's eight Royal Parks for their unparalleled opportunities for enjoyment, exploration and healthy living in the heart of London.

The charity looks after eight of London's largest open spaces; Hyde, The Green, Richmond, Greenwich, St James's, Bushy and The Regent's Parks, and Kensington Gardens. We also manage other important open spaces in the capital including Grosvenor Square Garden, Brompton Cemetery, Victoria Tower Gardens, Canning Green and Poet's Corner.

The parks are owned by the Crown with their responsibility resting with the Secretary of State for Culture, Media and Sport. The Royal Parks charity manages the parks on behalf of the government.

Every year millions of visitors from London, the UK and across the globe enjoy the iconic Hyde Park, one of the Capital's eight Royal Parks. Spanning 350 acres of green space in central London, Hyde Park is the home of world renowned events. Hyde Park Winter Wonderland provides essential income for The Royal Parks which goes back into conserving and enhancing the parks for future generations to enjoy.

For more information please visit: www.royalparks.org.uk

For media enquiries contact: 0300 061 2128 or press@royalparks.gsi.gov.uk