

Press release
1 April 2010



The Hop Farm ‘World of Activities’ Launches New Enchanting Summer Attraction

The Hop Farm World of Activities has got even bigger with the opening of the new ‘**Enchanted Kingdom**’ attraction on 8 May 2010.

‘The Enchanted Kingdom’ is an under cover attraction for children which brings popular stories to life with real characters, animatronics and special effects.

Perfect for boys and girls up to 10 years of age ‘**The Enchanted Kingdom**’ will take children on an amazing adventure in a land full of surprises and new discoveries.

Imaginations will run wild as families follow the path to the Teddy Bears’ Picnic, enjoy the interactive Jungle Scene with Gorillas, Monkeys, Lions and Tigers and a watery surprise, watch the Marching Bear Band and see other great stories which are all brought to life with special effects and animatronics.

Along the trail, take part in a treasure hunt and look for clues in the animated displays and colourful scenes.

Beware of trickery and enchantment in the Land of mirrors, where everything is not quite as it seems!

At the heart of the Enchanted Kingdom is the secret Pirate Cove, where children can come face to face with 'real' pirates and explore the secret cave - overflowing with treasure and jewels before walking through the 40ft galleon ship where you must take care not to wake the sleeping pirates in their swinging hammocks! Children can dig for gold doubloons lost in the sand around the ship which can be exchanged for chocolate money to take home.

Refreshments will be available in the themed café area next to Pirate Cove, where parents can relax while children play.

Owner of The World of Activities, Peter Bull, said: ***“After successfully launching our annual Christmas event, ‘Santa’s Magical Kingdom’, we have created a new experience for families to enjoy this summer. The Enchanted Kingdom will be something new especially suited to our younger visitors and older children will no doubt be tempted by the recently launched ‘Treejumpers’ - extreme zone where they can experience some of the thrilling activities on offer.”***

Open every weekend from 8 May, bank holidays and daily throughout the children’s school holidays until 5 September. *(excluding 3 and 4 July during the music festival and 21 to 25 July for War & Peace).*

The Hop Farm World of Activities is an award winning family attraction, filled with over thirty rides and attractions to keep families entertained all day.

Pay once and play all day, The World of Activities entrance price starts from as little as £12.50. Admission includes a choice of the extreme zone or the new ‘Enchanted Kingdom’. For an extra £5 pp visitors can upgrade to enjoy both activities.

Advance booking discount available online. Please visit the website for more information www.thehopfarm.co.uk or call 01622 872068.

For images, or to **receive a press invitation for you and your family** to experience The World of Activities at The Hop Farm and the new Enchanted Kingdom on **Saturday 24 April**, please contact Caroline Edmunds on 01892 616647 or email caroline@penningtonpr.com

Editors Notes

- The Hop Farm has undergone a recent transformation to become World of Activities at the Hop Farm.
- Treejumpers is a new extreme zone, offering adrenaline rides and activities for adults and children over 5.
- The Enchanted Kingdom is open on **8, 9, 15, 16, 22, 23, 29, 30, 31 of May** and on **1, 2, 3, 4, 5, 6 June**. The Enchanted Kingdom will then be open every **Saturday and Sunday in June and July**, and daily from **Monday 26 July to Sunday 5 September 2010**. The attraction is undercover and ideally suited for children aged from 3 to 10 years.
- Santa's Magical Kingdom is an annual Christmas event which also takes place at the Hop Farm and will open again in November 2010.