



## IMG WORLDS OF ADVENTURE ANNOUNCES OPENING DATE

*Tickets to the World's Largest Indoor Multi-themed leisure and entertainment destination Available for Purchase Online*

**24 April, 2016 Dubai, UAE**

IMG Worlds of Adventure, wholly owned by the **Ilyas and Mustafa Galadari Group** (IMG Group), provides a sneak peek into Dubai's first international mega-themed leisure and entertainment destination, announcing that it will open its doors to visitors on Monday, 15<sup>th</sup> August, 2016.

Located in the heart of new Dubai and stretching across 1.5 million square feet, IMG Worlds of Adventure will be the first multi-themed destination to open in the region, and will set Dubai on the map as an international family entertainment hot spot.

**Mr. Ilyas Galadari and Mr. Mustafa Galadari, Executive Co-Chairmen and Owners of the Ilyas & Mustafa Galadari Group**, said, "We are very excited to announce our opening date and look forward to IMG Worlds of Adventure coming to life in August of this year. As the first international leisure and entertainment destination in Dubai, we have designed an entire world of entertainment for our guests. By offering a fully immersive indoor theme park experience in a temperature controlled environment this enables IMG Worlds of Adventure to be open all year round. With the capacity to welcome more than 30,000 people a day we anticipate 4.5 million guests in our first full year of operation, contributing to Dubai's position as a leading tourism hub."

As the pioneer in this new sector, IMG Worlds of Adventure will pave the way for other complementary hospitality offers to re-engage with key tourist markets, providing them with yet another compelling reason to come to this amazing part of the world. In support of H.H Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and the 2020 vision for the future of Dubai, IMG Worlds of Adventure is set to become a "must see" destination for international tourists, encouraging visitors to extend their length of stay in the Emirate.

IMG Worlds of Adventure will open in its entirety with the exception of the 12-screen Novo Cinema, which will open shortly thereafter. Tickets will be available from 25<sup>th</sup> of April onward for online purchase on the website, [www.IMGworlds.com](http://www.IMGworlds.com), with adult ticket prices set at AED 300 and children at AED 250 for an all-day adventure offering access to over 20 signature rides and attractions, including live shows and a 5D cinema experience.

IMG Worlds of Adventure promises guests a remarkable immersive indoor theme park experience, bringing together the best international and local interactive entertainment and globally recognized characters and superheroes. There will be four unique worlds all under one roof, Cartoon Network and Marvel as well as the IMG Group original concept the Lost Valley-Dinosaur Adventure joined together by IMG Boulevard. This USD \$1 Billion project is fully indoors and comprises four zones including 25 original retail concept stores, 28 immersive F&B outlets, over 1,600 employees and 4,500 parking spaces.

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### **Notes to Editors:**

**A sneak preview of some of the signature rides and attractions soon to be enjoyed by visitors:**

## MARVEL ZONE

- **Avengers Battle of Ultron:** Guests can join Marvel's Iron Man, Thor, Black Widow, Hawkeye, Captain America and the Hulk as they take to the skies in the Quinjet to battle the evil villain Ultron. This highly immersive, action-packed ride is the first 'dark' ride for Avengers in the world.
- **Hulk Epsilon Base 3D:** A unique, first-of-its kind ride featuring Hulk as he battles against his deadliest foe – The Leader. This innovative, 100-seater ride system is the first-of- its-kind in the world and uses a combination of 360 degree projection screens and motion to virtually propel guests through an immersive battle scene experience.
- **Spider-Man Doc Ock's Revenge:** This 400-meter spinning coaster will propel guests through the New York skyline with Marvel's famous web-slinger Spider-Man, whilst he fights to save the city from the sinister Doctor Octopus.
- **Thor Thunder Spin:** For the most adventurous of guests, this dizzying top-spin experience will pin guests to their seat as Thor, the Mighty Avenger, attempts to rescue them from the clutches of Loki, God of Mischief.
- **Avengers Flight of the Quinjets:** This exciting ride is suitable for all ages and allows guests to take control of their own two-seater pod and join a challenging interactive flight race.

## LOST VALLEY – DINOSAUR ADVENTURE ZONE

- **The Velociraptor:** Guests will blast off on this thrilling 1.1 km rollercoaster propelling them to speeds of up to 100 km in 2.5 seconds, launching them from the deep dark prehistoric jungles of the Lost Valley out into the Dubai desert and back.
- **Forbidden Territory:** Dinosaur enthusiasts will enjoy this deep jungle safari ride through the Forbidden Territory surrounded by 70 prehistoric, life-sized animatronic dinosaurs.
- **Predator:** For adrenaline junkies who have no fear, this experience is sure to get even their pulse racing. This unique ride offers thrill-seekers the sharpest drop track in the region, with a heart-stopping 'beyond-vertical' plummet to Earth.
- **Dino Carousel:** Take a spin with the friendlier inhabitants of the Lost Valley Dinosaur Adventure in a unique dinosaur themed carousel. This carousel features beautifully hand-carved dinosaurs and will be the first dinosaur-themed carousel in the world.
- **Adventure Fortress:** Guests who prefer more active participation will enjoy this adventure playground, located in the heart of the Lost Valley, offering a fun range of obstacles and physical challenges with ladders, tunnels, slides, bridges, nets and climbing adventures.

## CARTOON NETWORK ZONE

- **The Powerpuff Girls – Mojo Jojo's Robot Rampage!** Powerpuff Girls fans can ride with The Powerpuff Girls and help fight Mojo Jojo's evil robot creation that is threatening the city to save the world before bedtime.

- **Ben 10 5D Hero Time:** Audiences will feel that they have been immersed in the midst of a real-life battle scene with Ben and Rook in this epic 5-D multi-sensory theatre that will set pulses racing!
- **Adventure Time - The Ride of OOO with Finn & Jake:** On this amazing overhead scenic ride around the park, guests can soar across the sky with Finn and Jake through retail and immersive themed F&B outlets in the magical land of Ooo.
- **The Amazing Ride of Gumball:** Fans can actually visit the town of Elmore where Gumball and Darwin's school science project has gone out of control. Riders can enjoy this interactive remote game with their friends as they zap the objects that have come to life and are threatening to take over the town.
- **LazyTown Playground and Live Stage Show:** Active explorers can experience a challenging rope and ladder adventure in LazyTown. Or they can drop around the corner and enjoy amazing live-stage performances with Stephanie and entire Dance School while they explore Robbie Rotten's secret lair!

## **IMG BOULEVARD ZONE**

- **IMG Boulevard:** This is the bustling welcome zone of the park, offering guests and "chill-seekers" a chance to catch their breath with fantastic range of F&B offerings, or stroll through a unique collection of bespoke retail shops and emporiums, or simply sit back and enjoy the ambient street entertainers and performers.

**About IMG Worlds of Adventure:** IMG Worlds of Adventure is wholly owned by the Ilyas & Mustafa Galadari Group. It is Dubai's first mega themed entertainment destination, promising guests from around the world the excitement of four epic adventures in one epic location. Two of IMG Worlds of Adventure's four zones represent renowned global brands Cartoon Network and MARVEL, while the IMG Boulevard and the Lost Valley - Dinosaur Adventure zones are original concepts by the Ilyas & Mustafa Galadari Group. Once open, IMG Worlds of Adventure will be the largest indoor theme park in the world, covering an area of 1.5 million square feet. IMG Worlds of Adventure will feature a unique array of adrenaline-pumping roller coasters, thrill rides and spine-tingling attractions based on popular Cartoon Network characters, iconic MARVEL Super Heroes and hair-raising dinosaurs. Additionally, the park will be home to a number of world-firsts, a variety of themed retail stores, exclusive dining venues and a 12-screen state-of-the-art Novo cinema. Situated along Sheikh Mohammad Bin Zayed Road, IMG Worlds of Adventure is set to become a must-visit international destination, bringing the best of family entertainment to Dubai's growing leisure industry.

### **About Marvel Entertainment, LLC**

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-five years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information, visit [www.marvel.com](http://www.marvel.com). © 2016 MARVEL

### **About Cartoon Network EMEA:**

Cartoon Network is a universally appealing boy focused, girl inclusive channel driven by its exciting slate of surprising comedy and adventure. The programming line-up explores the relatable themes of humour, friendship, imagination, action and adventure. Cartoon Network targets boys and girls aged 8-12 and aims to

champion kids being themselves through its rich mix of entertaining and globally successful content. The programming slate includes leading comedy animations The Amazing World of Gumball, Adventure Time, Regular Show, Clarence, Steven Universe and Uncle Grandpa and classic action-adventure shows Ben 10 Omniverse and Teen Titans Go!

Since launching as a pan-European channel in 1993, Cartoon Network now has localised services throughout Europe, the Middle East and Africa where it is available in 17 languages in more than 131 million homes across over 70 countries. Cartoon Network can also be experienced through its award-winning website, as well as via games, video on demand, mobile and an array of licensing and merchandising. Cartoon Network is a brand owned by Turner Broadcasting System International, Inc. - a subsidiary of Turner Broadcasting System, Inc. (TBS), a Time Warner company.

**For further enquiries, please contact:**

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