



FOR IMMEDIATE RELEASE

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LEGOLAND® DISCOVERY CENTER PHILADELPHIA HOSTS PUBLIC LEGO® BRICK BUILDING EVENT AT INDEPENDENCE VISITOR CENTER

As part of the LEGO mosaic brick building event, the Center will unveil an 11ft. LEGO model of the new Comcast Technology Center

Philadelphia, Pa. July 5, 2018 – LEGOLAND® Discovery Center Philadelphia has partnered with the Independence Visitor Center Corporation (IVCC) to host a LEGO® mosaic brick building event, a day-long public event, on Thursday, July 5th. The event will encourage guests to assist with building four different 2.5ft x 4ft mosaic designs, including a featured patriotic design of iconic Philadelphia landmarks to celebrate the holiday. What's more, LEGOLAND Discovery Center will surprise guests by unveiling their new LEGO model of the Comcast Technology Center to the public for the first time. The new model will be prominently featured in their MINILAND Philadelphia exhibit, a recreation of Philadelphia landmarks from over 1.5 million LEGO bricks.

During the building fun, guests can witness the unveiling of the brand-new LEGO model of the Comcast Technology Center for the first time at 2:00 p.m. The LEGO model took 'Model Builders' 360 hours to complete. The model was created from 49,728 LEGO bricks, weighs in at 247 lbs. and stands at nearly 11ft. tall.

The family-friendly public event will be held on the newly renovated second floor terrace of the Independence Visitor Center from 10:00 a.m. to 5:00 p.m. and will welcome families to join the LEGOLAND® Discovery Center's 'Model Builder team' in the building festivities throughout the day. The LEGO mosaics will utilize a series of 1ft x 1ft LEGO bricks installed in a color-coded pattern to create one image once the entire panel is completed. After the event, the four mosaic panels will be displayed at the Independence Visitor Center for an extended period of time.

Perfect for children and adults of all ages, the day-long event celebrates the interactive and creative nature of LEGO and LEGOLAND Discovery Center.

For a list of activities, attraction hours and ticket prices, visit Philadelphia.LEGOLANDDiscoveryCenter.com or follow the Center on Facebook and Twitter @LDCPhiladelphia. The Center will be using #LDCPhiladelphia and #LDCBrickbyBrick to promote the event happenings.

ABOUT LEGOLAND® DISCOVERY CENTERS

At LEGOLAND® Discovery Center, families with children aged 3 to 10 can enjoy a world of creativity, color and building fun in the ultimate indoor LEGO playground, providing 2-3 hours of family fun. With features including landmarks

made from nearly 1.5 million LEGO bricks in the MINILAND® attraction to fun and exciting LEGO® themed rides like the Creative Express. Then watch as your favorite LEGO characters come to life in the 4D Cinema. Get hands-on with the thousands of LEGO® bricks in themed build and play areas where kids' imaginations can run wild with the endless possibilities that LEGO play offers. Adults must be accompanied by children to enter. Visit legolanddiscoverycenter.com for more information.

About the Independence Visitor Center Corporation (IVCC): The Independence Visitor Center Corporation (IVCC) is a Pennsylvania nonprofit, 501(c)3 organization, which operates in cooperation with the National Park Service, Visit Philadelphia, Philadelphia Convention and Visitors Bureau, the City of Philadelphia, and the Commonwealth of Pennsylvania. The IVCC manages the Independence Visitor Center, the official visitor center for the Greater Philadelphia Region and primary point of orientation for Independence National Historical Park, the City of Philadelphia, the Southern New Jersey and Delaware River Waterfronts, as well as Bucks, Chester, Delaware, and Montgomery Counties in Pennsylvania. www.PHLVisitorCenter.com

About the Comcast Technology Center

The Comcast Technology Center, designed to achieve LEED® Platinum certification, will be a sustainable mixed-use building, primarily serving as the dedicated home for Comcast's growing workforce of technologists, engineers and software architects. The building will become a media and technology center in the heart of the city, housing the operations of local broadcast television stations NBC 10/WCAU and Telemundo 62/WWSI and offering space for local technology startups. It is designed to accommodate progressive work styles with highly flexible interconnected open spaces intended to foster collaboration and communication. In addition to the hotel, the new tower will also offer a variety of restaurants, fitness facilities, a collection of retail stores, public gathering spaces and access to mass transit. Visit www.comcastcorporation.com/ctc for more information.

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