



## KNOW SOMEONE CALLED MOLLY OR LEE? THEY CAN GET HALF PRICE ENTRY TO ALTON TOWERS FOR STAFFORDSHIRE DAY

- Alton Towers Resort is to offer half price entry to those named 'Molly' or 'Lee' as part of Staffordshire Day celebrations
- It is a nod to the notorious Molly Leigh, an infamous 'witch' of Staffordshire, who also features in the new Alton Towers Dungeon
- All guests visiting the theme park during Staffordshire Day celebrations will also be in with the chance of receiving some free treats, from ice-creams to rollercoaster fastracks

Alton Towers Resort will be offering half price entry to guests called Molly (Molea, Moleah, Molee, Molei, Moleigh, Moley, Moli, Molie, Mollea, Molleah, Mollee, Mollei, Molleigh, Molley, Molli, Mollie) or Lee (Lee, Leigh, Lea, Leah, Lei, Ley) as part of their Staffordshire Day celebrations later this month.

On **Saturday April 27th and Sunday April 28th** the Theme Park will honour the discount to anyone who arrives at admissions with valid ID proving that they share a name with Molly Leigh, the infamous 'witch' of Burslem, Staffordshire, who stars in the new Alton Towers Dungeon.



This year, Staffordshire Day, coordinated by Destination Staffordshire, has the theme 'Made in Staffordshire' and will celebrate the county's brewing and ceramic heritage, as well as food and drink, music, and people made here. To mark the occasion Alton Towers Resort has chosen to honour Molly Leigh, a local legend whose story is embedded within the region, renowned for

being shunned by the local villagers and accused of cursing the community. After her death locals said they were being haunted and terrorised by her restless ghost. The Pastor Spencer then had her body exhumed and had her pet Raven thrown inside the coffin, which was then re-buried in the opposite direction. Over 300 years later her ghostly tale lives on and has been brought to life in the new Alton Towers Dungeon, which opened in March.

Over the weekend, the Theme Park will also be surprising guests with a range of freebies as random acts of kindness, including free ice-cream, doughnuts and fastracks. It mirrors the lesser known and unlikely end to Molly's story. In a random and bemusing twist of fate, a copy of her Will that was recently recovered showed that following her death, Molly had in fact left all her fortune to benefit the local church and the very community that ostracised her.

Launched by Enjoy Staffordshire, Staffordshire Day (May 1<sup>st</sup>) has taken place annually since its launch in 2016. As in previous years, the celebrations will include the weekends before and after, to give people as much chance as possible to get involved. In 2018, over 60,000 people attended Staffordshire Day events, generating over £1m for the county economy, while many also supported on social media, with more than 5,700 tweets including the #StaffordshireDay hashtag.

James Walker from Alton Towers Resort said: "We are proud to be located in the heart of Staffordshire and looking forward to celebrating Staffordshire Day again in a unique and fun way.

"The new Alton Towers Dungeon gave us a great opportunity to delve into the history of Staffordshire and it goes without saying that the legend of Molly Leigh really struck a chord. We wanted to use the theme of Staffordshire Day to further highlight Molly's story and do something memorable for our guests visiting over the celebratory weekend."

To claim half-price entrance to the theme park on Saturday April 27th and Sunday April 28th guests must bring along photo ID, with their full name, to the Ticket Sales and Collection point and quote 'Molly Leigh'. Full terms and conditions can be found at [www.altontowers.com/terms-and-conditions](http://www.altontowers.com/terms-and-conditions)

**Ends.**