



'GANGSTA GRANNY: THE RIDE' - COMING TO ALTON TOWERS RESORT IN 2020

'The World of David Walliams' arrives this Spring with multiple rides and attractions

Guests will be swept up in a thrilling, world-first ride experience inspired by Walliams' biggest selling children's novel

Other rides and attractions will also open in a themed area inspired by Gangsta Granny and other characters from The World of David Walliams

*To celebrate the launch of **Gangsta Granny: The Ride** Alton Towers introduces new 'Grannies Go Free' pass for 2020*

EMBARGOED UNTIL 00:01 9th JANUARY 2020 – From 'The World of David Walliams', Alton Towers Resort today reveals the arrival of **Gangsta Granny: The Ride** in Spring 2020, a ground-breaking brand new family attraction that brings to life David Walliams' most popular children's novel. Published by HarperCollins Children's Books, *Gangsta Granny* tells the story of Ben who discovers that his Granny is secretly an international jewel thief. The thrilling new 4D ride experience will see guests join the main characters as they attempt the greatest heist in the history of the world: to steal the Crown Jewels.

On-board a Royal Carriage, guests will set off on a Crown Jewels tour only to be caught up in Ben and Granny's audacious adventure. The ride will whizz, twist and spin passengers 360° through a series of scenes where they will see, feel, hear and even smell an electrifying and unique re-telling of the *Gangsta Granny* story. Using state-of-the-art special effects, 3D projection-mapping and animation inspired by the artwork of Tony Ross, guests will descend with Ben and Granny into the sewers, be chased through the streets of London and even come face to face with the Queen: but will the madcap scheme succeed?

The fun doesn't stop there: a whole area of the theme park will be transformed, inspired by 'The World of David Walliams'. As well as **Gangsta Granny: The Ride**, the themed area will feature a host of other rides and attractions where guests can:

- Pick up a crazy bargain in **Raj's Shop**
- Race on a regal thoroughbred on the **Royal Carousel**
- Giggle with delight on **Raj's Bouncy Bottom Burp**
- Encounter other surprises and twists along the way

Not only that, fans of David's books can also enjoy the ultimate sleepover with an overnight stay in one of four *Gangsta Granny* themed bedrooms in the Alton Towers Hotel.

"I'm absolutely thrilled that Gangsta Granny is becoming a ride at Alton Towers." comments comedian, actor and best-selling author David Walliams. *"I never imagined it would happen so it's a real delight to see my characters brought to life in a ride."*

"I've worked really closely with the team at Alton Towers to make sure the ride is just as funny and exciting as the book. I think children and their parents ... and even their grandparents! ... are going to love it!"

John Burton, Creative Lead for Alton Towers Resort, said: *"David's stories are full of witty characters, intrigue and exhilaration so it's been a fantastic challenge to build all that into a new ride experience. It's the first time we've attempted such a complex combination of a physical ride experience, high-tech special effects and brilliant story-telling to ensure guests feel they are with Granny and Ben on every step of their adventure."*

To celebrate the announcement of ***Gangsta Granny: The Ride***, and to acknowledge the amazing adventures that children can enjoy with their grandparents (who aren't always as boring as they think), Alton Towers is also inviting children to bring their Granny (or Grandpa) for free in 2020. Full details and T & Cs below.

'The World of David Walliams' and ***Gangsta Granny: The Ride*** arrive at Alton Towers as the Resort celebrates 40 years as the UK's favourite theme park. Throughout 2020, Alton Towers will be inviting guests to celebrate four decades of the 'Power of the Towers' to thrill, delight and create millions of happy memories for visitors. More details will follow soon.

For more information on ***Gangsta Granny: The Ride*** and other new attractions inspired by the books of David Walliams please visit www.altontowers.com/Walliams.

Notes to editors

DOWNLOAD IMAGES HERE: <https://app.box.com/s/vlybby1hhixzwyzr7inytgk9zqu2qt7>

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Grannies (and Grandads) Go Free!

This offer entitles you to one FREE adult (aged 60 and over) ticket per full price child ticket, when purchased either online (at the full gate price) or in person (if staying at the Alton Towers Resort Hotels) between 9th January to 20th March 2020 (inclusive). Tickets are valid for entry to the Alton Towers Theme Park only during the 2020 season (from 21st March 2020 until 1st November 2020) excluding any secondary ticket event (e.g. concert), Scarefest, Fireworks or Christmas event. Offer cannot be used with any other promotion or discount nor with any existing reservation made or ticket booked online, via an App or by

phone. To redeem this offer, proof of age ID will be required on the day of visit (online tickets must be collected from the Alton Towers Theme Park ticket office). Dates are subject to change. Please check opening times before your visit. For full terms and conditions, visit www.altontowers.com/tandcs

Gangsta Granny Themed Hotel Rooms at Alton Towers Resort

Booking is now open for four fully-themed rooms in the Alton Towers Hotel. From £281.50, based on a family of four sharing Bed & Breakfast basis, fans of David Walliams' books can experience the ultimate Gangsta Granny experience with an overnight stay.

Visit altontowers.com to find out more and book before 31st January to save up to 20% on selected dates in the 2020 season.

About Alton Towers Resort

In 2020, the UK's biggest theme park Alton Towers Resort will celebrate 40 years of exhilarating excellence providing world-class fun, thrills and entertainment for the nation to enjoy.

Spanning over 900 acres in the heart of Staffordshire, Alton Towers Resort is the iconic home of a world-class theme park set across 10 fully themed lands with seven world-renowned coasters, as well as unique accommodation, waterpark, luxury spa and Extraordinary Golf course, making it the perfect escape for friends, families and thrillseekers alike!

The 2020 theme park season will see the much-anticipated opening of 'The World of David Walliams' in collaboration with comedian, actor and best-selling author David Walliams OBE. The area will bring to life much-loved characters from his cherished children's novels and feature a host of exciting rides and attractions including '*Gangsta Granny: The Ride*'.

Alton Towers Resort is a proud member of the Merlin Entertainments family. For more information visit www.altontowers.com

Gangsta Granny Facts

- First published: 27th October 2011
- Anniversary edition published: 2018
- **Gangsta Granny** was David's first children's number one bestseller
- It stayed at the top of *The Sunday Times* top ten for 24 weeks
- Overall sales of Gangsta Granny are 1.75 million in the UK alone
- **Gangsta Granny** has also been adapted for the stage by the Birmingham Stage Company
- A television adaptation was commissioned by the BBC in 2013 and first aired on BBC One on Boxing Day 2013. The cast includes Miranda Hart, Rob Brydon, David Walliams as Ben's Dad and Joanna Lumley as The Queen. It is currently available to view on Netflix.

About David Walliams

David Walliams has revolutionised reading for children, and has become one of the most influential children's writers today. Since the publication of his ground-breaking first novel, *The Boy in the Dress* (2008), Walliams has seen unprecedented growth with global sales exceeding 37 million copies, and his books translated into 53 languages. Collectively across his titles, David has celebrated 55 weeks (non-consecutive) at number one in the overall book charts and more than 150 weeks (non-consecutive) at number one in the Children's charts – an achievement no other children's writer has reached.

David closed 2019 as the UK's biggest-selling author. His titles took 3 of the top ten overall bestselling books of 2019 as well as the top three bestselling children's books of the year. His most recent novel, *The Beast of Buckingham Palace*, was published in November 2019 and went straight to number one in the overall industry bestseller charts where it remained for 4 weeks and included the coveted UK Christmas No.1 spot. The book has already sold over half-a-million copies in the UK alone.

About HarperCollins

HarperCollins Children's Books, unprecedented three times winner of Children's Publisher of the Year (2014, 2015, 2016) is one of the leading publishers of children's books, recognised for nurturing new talent as well as boasting a reputable list of established best-selling authors. Respected worldwide for its tradition of publishing quality, award-winning books for young readers, HarperCollins is home to many children's classics, including *The Chronicles of Narnia*, the *Paddington* stories, *The Cat in the Hat* and *The Tiger Who Came to Tea*, and to some of the biggest names in children's literature catalogue past and present, including David Walliams, Judith Kerr, David Baddiel, Lauren Child, Oliver Jeffers and Michael Morpurgo.

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