



News Release

8 September 2009



An Invitation to Santa's Magical Kingdom in Kent

An exciting fun filled **indoor** Christmas spectacular will open in Kent on Saturday 14 November 2009.

Santa's Magical Kingdom is hoping to attract families looking for a day trip where they can enjoy all their favourite Christmas activities including, a pantomime, riding on a carousel, ice skating and meeting Father Christmas.

The event is the only indoor Christmas attraction of its kind in Kent and tickets can be purchased for dates between Saturday 14 November and Thursday 24 December 2009.

There are 50,000 tickets available to the attraction which is at The Hop Farm Family Park in Paddock Wood.

The website has details of how to book www.santasmagicalkingdom.co.uk and tickets start from £25 per person for the two and a half hour indoor experience. After leaving the Kingdom, families can also enjoy the outdoor Christmas market, ice skating and riding on a full size Victorian carousel.

The journey to Santa's Magical Kingdom will start with a train ride through beautifully crafted Christmas scenes with moving characters and special effects. Children can wave at Father Christmas' reindeer before the train arrives at the spectacular fairytale castle entrance to Santa's Magical Kingdom. Once inside children can meet elves and familiar animal characters, make a traditional Christmas decoration and delight in a Christmas puppet show. Every child's letter written in the post office will be whisked away along magic tunnels and delivered straight to Father Christmas's post sack.

The magical journey will continue down the secret illuminated paths where you should look out for the animated polar bears, penguins and mischievous elves in their beautiful winter surroundings. Next is a visit to meet Father Christmas, who will be waiting for each family in his cosy, private study. Children should keep an eye on the chimney as this is where gifts will appear for all the good children!

The visit comes to a close with a forty five minute Christmas circus pantomime.

After leaving Santa's Magical Kingdom families can choose to extend their visit and go ice skating on a large real ice rink, or gallop on a full size Victorian carousel before strolling through a beautifully decorated festive square with falling snow, carol music and a colourful Christmas market with all the sights and smells of seasonal specialities, such as roasted chestnuts and mulled wine. Events outside Santa's Magical Kingdom are mostly outdoors.

Peter Bull, owner of The Hop Farm Family Park, said ***"I have been planning a Christmas event of this size for quite a few years but it wasn't until I purchased The Hop Farm Family Park two years ago that I knew I had the perfect venue to create my vision for Santa's Magical Kingdom. We have designed the event to bring all the fun and magic of Christmas alive for families who are visiting the attraction this year. The indoor event is the first one of its kind in Kent, and***

has been designed to create a magical atmosphere which visitors can enjoy without being exposed to the winter elements. My vision is to create the ultimate fantasy Christmas themed event which meets every child's dream and gives value for money."

Tickets to Santa's Magical Kingdom start from £25 rising to £49 pp on Christmas Eve depending on date and time slot booked. Tickets also include use of the free VIP parking area close to the entrance.

Children and adults will be able to enjoy Ice Skating, the Victorian Carousel and Funfair rides, however these activities will be charged on a pay per skate/ride basis.

Groups and coaches are welcome with easy free parking for coaches. Please call Lorna Morris on 01622-870821 to discuss all your requirements.

Families and groups can choose to book a Christmas dinner in the Shires Carvery.

To purchase tickets to Kent's biggest indoor Christmas spectacular visit:

www.santasmagicalkingdom.co.uk

The Hop Farm is only 1 hour's drive from central London via the M20 or M25. Direct trains from Charing Cross station to Paddock Wood take just 45 minutes. Buses stop at the Hop Farm Family Park on their route between Maidstone and Tunbridge Wells.

We are able to arrange tours of the attraction prior to opening for anyone interested and these will commence from the 22 September.

A press day is also being held on 14 November for journalists and their families who are interested in reviewing the attraction.

Please contact Caroline Edmunds at Pennington PR on 01892 616647 or e-mail caroline@penningtonpr.com for further details or to arrange a visit and or interview with the creator of Santa's Magical Kingdom, Peter Bull, who recently appeared on Channel 4's How the Other Half Live.