



LEGOLAND® FLORIDA 2012 MEDIA ADMISSIONS POLICY

The media admissions policy for **LEGOLAND® Florida** enables working media to become familiar with the park's many featured attractions and, at the same time, enjoy a day with family. This courtesy is extended to active members of the news media only, not including administration, sales or retired personnel. Complimentary admission is available to working media in the following categories:

<u>Print Media:</u>	Publishers, editors, reporters, writers and photographers
<u>Broadcast Media:</u>	Station managers, news directors, assignment editors, producers (news/features), on-air personnel (anchors/hosts/DJs/reporters) and videographers
<u>Freelance Media:</u>	Complimentary admission is provided to freelance writers and producers with written confirmation from the assigning news outlet
<u>Online News Media:</u>	Publishers, editors, reporters, writers and photographers with established online news media outlets will be regarded as print media.

- A maximum of two complimentary tickets will be granted in an annual period to qualifying personnel. The qualifying media representative must accompany his or her party to the park. Complimentary media tickets include admission to LEGOLAND® Florida and do not include parking fees.
- Complimentary tickets are at the discretion of park management and may not be available during high attendance days (i.e. holidays, Spring Break).
- Arrangements are made through the LEGOLAND Media Relations department. **Please email a scanned copy of your media credential along with a request on company letterhead with your name, title, intended date of visit, phone number and e-mail address to LLFmedia@LEGOLAND.com. Requests must be received at least five (5) business days before the intended visitation date. Requests for weekend days made after noon on Thursday will not be granted.** For holidays observed on Mondays (e.g., Memorial Day, Labor Day, etc.) requests must be received by noon the previous Thursday. The Media Relations department is closed on weekends and holidays. Office hours are 8:30 a.m. to 5 p.m. Once your request is received, please allow 48 hours for it to be processed. You should receive a phone call or email confirming your visit.
- Passes will be emailed to the requestor before the day of visitation in a PDF attachment. Once printed, the tickets are scannable at the park turnstiles. The tickets will be issued to the requestor and subject to identification matching. Tickets are valid only for the member of the media and their guests only – any violation of this invalidates the tickets.
- Requests from **bloggers** will be reviewed on a case-by-case basis as they relate to appropriate demographic coverage. Only bloggers covering family travel, theme parks, parenting and special events will be considered. Please submit readership numbers & Twitter handle with your request. Up to two complimentary tickets may be given.

Media on Assignment: News media on assignment must request interviews and photo sessions in advance through the Media Relations department. This will ensure that appropriate Park personnel will be available at the time of the visit. All media on assignment must be escorted during their visit. Family members and friends will not be permitted to accompany media on assignment without prior approval.