

# X The Bear Grylls **ADVENTURE**

## **INDOOR/OUTDOOR ACTIVITY CENTRE**

### **BEAR GRYLLS JOINS VISITORS AT THE BEAR GRYLLS ADVENTURE TO CELEBRATE THE GREAT BRITISH STAYCATION**

Bear Grylls has been promoting the Great British staycation at his Bear Grylls Adventure park at the NEC, Birmingham. With UK lockdown restrictions easing, the attraction will be offering up to 50% off selected activities all summer long, and Bear Grylls visited to promote the #Bearcation offer and give guests a welcome start to the summer.

Bear took some time to surprise some of the attraction's thrill-seeking guests, joining a group as they took on the Indoor Climb experience and even posing alongside his Madame Tussauds mannequin, which acts as a popular selfie spot. Bear also dipped into the Snorkel Cage amongst almost 1,000 underwater creatures who call the tropical tank home, including Black Tip Reef Sharks, Nurse Sharks and Cownose Rays.

Visitors can tackle Europe's tallest High Ropes, feel the rush of freefall in the iFLY Indoor Skydiving wind tunnel or try their hand at beating Bear Grylls' record time on the Royal Marines-inspired Assault Course, to which each visitor has unlimited access during their visit.

Bear Grylls said

*"You don't have to go to the furthest mountain range or the deepest sea anymore, we've brought it all under one roof in Birmingham! It's all about bringing that spirit of endeavour into one place. This is the UK's ultimate adventure destination where people can experience so many of the world's most exciting challenges."*

Recent surveys conducted by the Bear Grylls Adventure found that 77% of Brits found that lockdown made them want to get out and experience more excitement, and 70% valued the time spent with family and friends the most from a holiday break. The Bear Grylls Adventure's #Bearcation ticket offer is set to make this the most action-packed summer holiday ever for those looking for adventure right on their doorstep, with a third of those surveyed saying they'd favour an adventure holiday most if given a choice.

Those dreaming of warmer climates can try a truly tropical experience with The Bear Grylls Adventure's Cage Snorkel and Shark Dive activities. Guests looking to try their hand at the climbing walls will have the challenge of over 20 routes to choose from, all inspired by some of the most breath-taking – and often, challenging – climbing routes from around the world. For the truly adventurous, it is not about the destination – it's about the journey. The Bear Grylls Adventure's iFLY Indoor Skydiving experience offers adrenaline junkies the thrill of flight within its own custom wind tunnel.

Just a few minutes' walk from Birmingham International Train Station, the attraction boasts an array of activities to challenge adventurers of all ages, abilities and experience levels, and will be open for thrill-seeking guests to try something new this summer. The attraction has reopened with new social distancing measures and additional health and safety procedures to ensure the wellbeing of all guests and staff. More information can be found at [beargryllsadventure.com](http://beargryllsadventure.com)

The Bear Grylls Adventure's #Bearcation promotion will make this the most action-packed summer holiday ever for those looking for adventure right on their doorstep. To grab this limited time offer of up to 50% off selected activity tickets, guests should head to [beargryllsadventure.com](http://beargryllsadventure.com) and book for visit dates up to 6th September 2020.

- **ENDS** -

### **Notes to Editors**

Survey conducted by The Bear Grylls Adventure July 2020. Survey shared to customer database and on social media channels.

Please find supporting images here:

<https://www.dropbox.com/sh/5fqo199u6qgbp12/AADtEg9sQ79JV18HWA2rg7Eza?dl=0>

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### **About The Bear Grylls Adventure**

Located at NEC Birmingham within easy reach of the motorway network and just an eight-minute walk from Birmingham International, The Bear Grylls Adventure is the first Adventure Activity Centre of its kind. Inspired by adventurer and explorer Bear Grylls, the attraction features 10 action-packed indoor and outdoor experiences including Indoor Archery, Indoor Climb, Shark Dive, Escape Rooms, High Ropes, iFLY Indoor Skydiving, Snorkel and a Royal Marines-inspired Assault Course. Ideal for adventurers of all ages 8 and up, the attraction is guaranteed to get guests adrenaline pumped and ready to climb, dive, fly, zip, leap, scramble and explore as they take on some of the world's greatest adventure challenges.

### **About Merlin Entertainments**

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates 130 attractions, 20 hotels and 6 holiday villages in 25 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its 67 million guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its c.28,000 employees (peak season).

See [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information and follow on Twitter @MerlinEntsNews

### **About Bear Grylls**

Bear Grylls OBE, has become known worldwide as one of the most-recognised faces of survival and outdoor adventure. The BAFTA award winning TV host began his journey in the British Special Forces (21 SAS) before becoming one of the youngest-ever climbers of Mount Everest.

Bear is the author of over 85 books that have sold more than 15 million copies worldwide, including the No.1 bestselling Mud, Sweat, and Tears.

Bear originally starred in Discovery's hit TV series Man vs. Wild across seven seasons, before hosting the NBC & National Geographic Channel series, Running Wild with Bear Grylls. This show has seen him take global stars such as Julia Roberts, Ben Stiller, President Obama & Prime Minister Modi of India on adventures into the wild.

Bear has also hosted over six seasons of the BAFTA award-winning Channel 4 series, The Island with Bear Grylls, as well as the Emmy Award nominated series Hostile Planet for National Geographic and "You Vs Wild" for Netflix. Bear has recently launched a new production house, The Natural Studios which will be providing a home for the best adventure talent worldwide, to help them create shows that inspire and move people to go for it in their lives and to never give up. Bear's latest show World's Toughest Race will be launching on Amazon mid August.

Bear is an Honorary Colonel to the Royal Marines Commandos, the youngest ever UK Chief Scout and the first ever Chief Ambassador to the World Scout Movement, representing a global family of some fifty million Scouts.

Bear's motto is courage, kindness and Never Give Up!

Visit [www.beargrylls.com](http://www.beargrylls.com) for more information.