

X The Bear Grylls
ADVENTURE
INDOOR/OUTDOOR ACTIVITY CENTRE

NO TRICKS, JUST TREATS AT THE BEAR GRYLBS ADVENTURE THIS OCTOBER

The Bear Grylls Adventure will be giving its guests an extra special treat this October, by rewarding those with the sharpest shot in its Archery range in celebration of both Halloween and the attraction's second birthday. For those visiting between 24th October and 1st November, the attraction will be offering the chance to take aim with bow and arrow in exchange for a prize, with gifts ranging from Bear Grylls Adventure souvenirs to the ultimate treat of an exclusive coaching session with Archery Team GB.

The Bear Grylls Adventure celebrates two years of bringing epic experiences to the public on the 16th October, and will be giving back to its loyal adventurers who book a ticket online on this date. All guests who book online on the attraction's anniversary will be given a birthday gift of a complimentary Archery session, just in time for October Half Term's No Tricks Just Treats Archery promotion.

This October half term, intrepid explorers are invited to a Halloween event...with a twist. There are no tricks to be found here, only treats for thrill seekers ready to take on The Bear Grylls Adventure's archery challenge. Guests will load their bow, take aim and fire, but where their arrow lands will determine the treat rewarded. With Archery tickets at up to 50% off online until 1st November 2020, adventurers will not only get to try something awesome, but also take home a piece of their experience.

The Bear Grylls Adventure have teamed up with Archery GB for this event, who are kindly offering the ultimate prize for the highest scorer: the chance to take part in a training session with some of Archery GB's Olympic and Paralympic athletes.

On 9th October 2020, Olympic athletes Tom Hall and Bryony Pitman and Paralympic athletes David Phillips and Jess Stretton visited The Bear Grylls Adventure to take on the Archery range themselves and set the score for guests to mark themselves against during the attraction's No Tricks Just Treat campaign. No stranger to high scores, Tom Hall has competed in the Men's world Championship and qualified for a place at the Tokyo 2020 Olympic Games. Jess Stretton won gold at the 2016 Paralympics in Rio de Janeiro, becoming the youngest ever medallist in Archery for Great Britain at just 16. David Phillips is also a gold medallist, coming first at the Para archery European Cup. With Bryony Pitman also a gold medallist at the 2019 European Games in Minsk, Archery GB are keen to share their love of the sport with the guests at The Bear Grylls Adventure.

Visiting The Bear Grylls Adventure on the 9th, Tom Hall set the standard by scoring 259 on the archery range. Those visiting the attraction will be able to compare their results to Archery GB and their teammates, and race to the top of the leader board. The top scoring archers who visit between 24th October and 1st November will get the chance to land the exclusive training session with Archery GB's expert team.

The national governing body for archery in Great Britain, Archery GB is responsible for all levels of archery within the UK from elite to development level, with the aim to win medals at the Olympic Games and at major international events, demonstrating the quality and competitive nature required by the Archery GB preparation and support programme. Working to lead, grow and promote archery to create greater value to the sport, Archery GB's collaboration with The Bear Grylls Adventure will promote their belief that archery can be enjoyed by all, regardless of age, gender or disability. The Archery GB team will be heading to Tokyo next year for the postponed 2020 Olympic and Paralympic Games.

The perfect way to experience Archery for the first time, The Bear Grylls Adventure's expert instructors will guide guests through their briefing and onto the Archery range, where they can test their aim and try their hand at landing a treat as part of the No Tricks Just Treats promotion.

Just a few minutes' walk from Birmingham International Train Station, The Bear Grylls Adventure boasts an array of activities to challenge adventurers of all ages, abilities and experience levels, and is open for thrill-seeking guests to try something new this October Half Term. 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

The Bear Grylls Adventure's No Tricks Just Treats promotion offers up to 50% off Archery tickets purchased online for visits between 24th October and 1st November. Head to www.beargryllsadventure.com to secure your next adventure.

- **ENDS** -

Notes to Editors

Please find supporting images here:

https://www.dropbox.com/sh/n2w6jamee3sbmv5/AABnshxH_RZY21g5WSp-e8aZa?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, Shooting 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 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 for more information.

About Archery GB

Archery GB are the national governing body for archery in Great Britain and are responsible for all levels of archery within the UK from elite to development level. Archery GB's mission is to lead, grow and promote archery to create greater value for the sport.

Archery is a fantastic sport and has many attributes - precision, control, focus, physical ability and determination - can be enjoyed by all, regardless of age, gender or disability. Whether practised

indoors or out, competitively or socially, archery promotes an active lifestyle: burning calories, improving your strength, mental focus, coordination, patience and self-confidence, and putting you in a better state of mind

Getting started in archery is a lot easier than people think. All around the country, clubs run have-a-go taster sessions and beginner's courses. All equipment is provided, and everyone is properly insured. Courses are typically delivered as group sessions. Check out the Archery GB website to help pinpoint a beginner's course.

At the 2019 World Championships in the Netherlands, Great Britain won a Women's Team bronze medal at the World Championships - the team of Sarah Bettles, Bryony Pitman and Naomi Folkard beat China in a tense recurve Bronze medal match. We also secured a full complement (three men and three women) of Olympic quota places for Team GB. Only one of 4 nations to do so and the only European nation. The women's team backed up their performances at the World Championships with gold in Minsk at the European Games, and Naomi Folkard joined Patrick Huston to win mixed team silver.

At the 2019 Para World Championships in Hertogenbosch, Jess Stretton won silver medals in the Compound Women's Open category and Compound Women's Team, alongside Phoebe Pine and Jodie Grinham. Additionally, we secured five quota spots for Team GB in a number of Paralympic categories and at the rearranged 2021 Para European Championships in May 2021, we have the opportunity to win further quota spots

Visit www.archerygb.org for more information.