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## **Merlin Entertainments Group Opening North America's First-Ever Dungeon Attraction in San Francisco in Summer 2014**

*Providing Jumps and Laughs, The San Francisco Dungeon is a journey through 200 years of the Bay Area's authentic past*

**March 25, 2014 – San Francisco, Calif.** – [Merlin Entertainments Group](#), the largest entertainment operator in Europe, today announced the upcoming opening of its first Dungeon attraction in North America. Named [The San Francisco Dungeon](#), the attraction will be located in San Francisco's historic Fisherman's Wharf district and is scheduled to open in Summer 2014. Centered on the rich history of the San Francisco area, it is an entertainment experience that will combine hilarious fun with edge-of-your seat live performances.



*The San Francisco Dungeon, North America's first-ever Dungeon, opens summer of 2014*

With the opening of The San Francisco Dungeon, Merlin Entertainments brings its widely-acclaimed Dungeons experience from London to North America. San Francisco was selected as the first city in the United States due to its vivid and compelling history.

"Through a storytelling journey, The San Francisco Dungeon sheds a whole new light on San Francisco's rich and authentic history," said Adrea Gibbs, General Manager, The San Francisco Dungeon.

The San Francisco Dungeon highlights 200 years of San Francisco's past with tales from the early missions of San Francisco, through the Gold Rush and to the beginning of Alcatraz. As a 60-minute experience, it will guide visitors on a walk-through journey of nine actor-led shows, featuring dozens of authentic local stories, 360-degree theatrical sets, special effects and an underground boat ride. The attraction is designed to make guests laugh and jump in a live action journey featuring stories spotlighting the "underbelly" of the city's history, with tales of Shanghai Kelly, Miss Piggott's Saloon, Gangs of San Francisco and Alcatraz.

“Against the backdrop of vibrant sets, authentic costumes and detailed make-up, our actors will portray characters from specific periods in history to tell the stories of San Francisco. It will not only deliver scary fun, but provide a walk into the Bay Area’s unique past,” added Gibbs. “You will laugh until you scream and then laugh that you screamed!”

The San Francisco Dungeon will be located at 145 Jefferson Street in San Francisco’s Fisherman’s Wharf and just a short walk from Pier 39. For more information including hours and admission, please visit [www.thedungeons.com/sanfrancisco](http://www.thedungeons.com/sanfrancisco).

### **About the San Francisco Dungeon**

The San Francisco Dungeon, opening in summer 2014 and the first attraction of its kind in North America, brings to life the stories of old San Francisco with a full theatrical actor cast, special effects, gripping storytelling, 360-degree sets and an underground boat ride. The San Francisco Dungeon is hilarious fun and sometimes a little bit scary. It is the ultimate live action journey through San Francisco’s murky past. It is located in Fisherman’s Wharf at 145 Jefferson Street. The attraction is open at 10 a.m. 365 days a year. For more information, visit: [www.thedungeons.com/sanfrancisco](http://www.thedungeons.com/sanfrancisco).

### **About Merlin Entertainments**

MERLIN ENTERTAINMENTS plc is the leading name in location-based, family entertainment. Europe’s Number 1 and the world’s second-largest visitor attraction operator, Merlin now operates 100 attractions, 10 hotels/3 holiday villages in 22 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 60 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 20,000 + employees.

Merlin has twenty attractions and one hotel in North America – including two stunning LEGOLAND Resorts – LEGOLAND Florida with its theme park, water park, and LEGOLAND California theme park with water park, SEA LIFE aquarium and themed hotel; Madame Tussauds celebrity wax attractions in New York, Washington DC, Las Vegas and Hollywood; LEGOLAND Discovery Centers in Chicago; Dallas/Fort Worth; Kansas City Missouri; Atlanta, Georgia; and Westchester, New York; Toronto, Canada; and SEA LIFE aquariums in Phoenix, Arizona; Kansas City, Missouri; Dallas/Fort Worth; the Mall of America in Minneapolis and Charlotte-Concord – underlining the company’s position as the world’s biggest global aquarium operator. Visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.

**Editors, please note:** For more information on The San Francisco Dungeon, images and interviews please contact Doug Myers at 415-561-0888/[doug@landispr.com](mailto:doug@landispr.com) or Donna Berry Glass at 415-561-0888/[donna@landispr.com](mailto:donna@landispr.com).

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