

Press release

## SésamoAventura, PortAventura's 6th theme area, will open its doors on 8 April

This new family zone is the main novelty of our 2011 season.

*Vila-seca-Salou, \*\* \*\*\* 2011.* PortAventura's new season is here, with fabulous news for families who have young children. On 8 April, to coincide with the launch of our new season, **SésamoAventura**, the **park's 6th theme area** will open its doors. It is offering eleven new rides and services adapted for the needs of the little ones in the family. At around 13,000 m<sup>2</sup> in surface area, this new zone is the park's most ambitious enlargement since it opened in 1995.

The new family area, located next to Polynesia, also signifies the opening of **SésamoAventura Station**, our 3rd railway station for the train that tours the entire park. So in addition to pedestrian access, the area can be reached by internal direct transport from the Mediterrània area, saving families with small kids a fifteen-minute walk.

The theming, designed by Claudio Mazzoli, the project's artistic director, is quite different to what can be found in the rest of the park. It is inspired by the cartoon universe and the world of Sesame Street. This laborious project can be considered unique in Spain for its careful decoration and painstaking detail.

### New rides for the little ones

A monumental entranceway advertises access to the new family area. Here, well-known Sesame Street characters will invite visitors to enter a world of illusion. The main avenue in this new area leads off towards a spacious common area where you'll find **The Magic Tree**, a peculiar smiling tree, twelve metres tall. He will no doubt become the tiny tots' favourite attraction. Located right in the heart of SésamoAventura, his friendly appearance encourages kids to come close and clamber all over him. Inside, families can observe how playful squirrels rob acorns from each other. From the balcony you have an excellent view of the entire area. It's also a great spot to take a family photo! Every day, Sesame Street characters will give performances around the tree, making it an integral part of the show.



By strolling down the main avenue you'll encounter some of the most thrilling attractions, rides like the **CocoPiloto**, an aerial monorail route that runs all around the SésamoAventura enclosure. Facing this are the **Hopping Butterflies (Mariposas Saltarinas)**, a revolving ride on which kids can hop onto flying bikes. They soar and dive according to how hard they pedal.

Another ride the little ones will love is **Elmo's Farm (La granja de Elmo)**, where kids can explore a lively farm riding on a funny tractor. During the route you'll meet all kinds of animals like cows, pigs and goats, as well as the entertaining characters from Sesame Street who will dance to the beat of a lively soundtrack.

The fun continues in **Bert's Leap (El salto de Blas)**: two seven-metre towers where kids can use all their energy climbing to the top and once there, experience a fun, made-to-measure freefall.

In the north part of the area are **two large play structures** where children can climb, jump and slide to their hearts' content. They have the capacity for up to 300 kids all at the same time. Another attraction that will challenge the little ones' skill is **Magic Fish**, a water ride on which the little ones can ride huge fish that swim through the water at the pace they set.

Within SésamoAventura, three other children's rides which already existed at PortAventura have been incorporated: the **Tami Tami** roller-coaster, the fun **Waikiki** and **Loco Loco Tiki**. However, returning fans of PortAventura will not recognise them because they've been thoroughly redesigned to give them a completely new look.

### The Sesame Street shows

In terms of shows, the new area will have **TeatroAventura**, its own open-air amphitheatre with the capacity to seat 300 people, offering an entertainment programme throughout the day. The hit shows **SésamoAventura** and **It's time for adventure!** both star entertaining Sesame Street characters, combining music, dancing and fun. Furthermore, the area will have its own street parade: **Sesame on Tour** is a procession where the Sesame street characters fly a huge toy plane through the streets of SésamoAventura.



## Restaurants and shops

SésamoAventura will be complemented by an open-air self-service restaurant. It boasts three terraces covered by giant mushrooms which act as awnings: the perfect spot for taking a break to recharge your batteries. This restaurant offers you something different to other eateries in the park, with menus and services especially conceived for families with small children. As well as this, at **Chiki Store** you can purchase mementos of the Sesame Street characters.

## A sustainable project

SésamoAventura has meant an investment of fifteen million euros. One of its greatest challenges has been a commitment to the environment. So the existing vegetation in the area has been conserved. It was transplanted to the general PortAventura greenhouse and other spaces during development, and replanted later in the new area. Moreover, the topography has been respected by conserving the natural lay of the land.

The works lasted fourteen months. Twelve companies—both Spanish and international—took part in development.

