

PortAventura World recognised at the prestigious *Thea Awards* for innovative attraction *Street Mission*



- **Street Mission, PortAventura World's first dark ride, has been honoured with an award, in the attractions category, presented by the Themed Entertainment Association (TEA).**

PortAventura, 20 November 2020.- At the prestigious 27th Annual Thea Awards, hosted by TEA, PortAventura World was the recipient of the international accolade "Award for Outstanding Achievement" for **Street Mission**, the resort's first dark ride and the only one in Europe dedicated to Sesame Street[®].

Street Mission is an innovative attraction located in PortAventura Park's SésamoAventura area. This **dark ride** is an interactive adventure for all ages in which visitors have to help the main protagonist, Detective Grover, successfully complete a secret mission.

The attraction consists of a pre-show and **an experiential 3D ride** that features numerous animatronics and incredible immersive experiences thanks to 3D video mapping technology. The project was created **in partnership with Sesame Workshop[®]**, a not-for-profit organisation that manages the iconic brand Sesame Street[®], and **Sally Corporation**, one of the leading international companies in dark ride development and animatronics design. A unique ride that



strengthens PortAventura World's position as a leading family tourist destination in Europe and is fully deserving of the Thea Award.

"We are extremely proud of our attraction, which confirms that we are **pioneers in innovation and in the application of new technologies**. With this recognition, the company **reinforces its brand value and leadership position in the theme park sector through a unique entertainment experience**", says Sergio Feder, President and CEO of PortAventura World.

Themed Entertainment Association (TEA) is an international not-for-profit association that supports the best creators, developers, designers and producers of the most exciting experiences in the world. Association members share a mission to foster the growth of the industry by promoting the best practices in innovation and entertainment, with the purpose of offering the finest and most avant-garde experiences for visitors to theme parks, restaurants, shops, museums and destinations around the world.

Like Themed Entertainment Association, the **Thea Awards** were created to recognise innovation, talent and excellence within the theme park and entertainment industry. The Thea Awards enjoy international prestige and are equivalent to an Academy Award in our industry. Each year, more than 100 projects and achievements from companies around the world compete for between 12 and 18 awards, whose primary goal remains to find and celebrate excellence.

For more information - Press Office

Amaya Belacortu

amaya.belacortu@portaventura.es

Tel.: +34 977 77 91 07 / +34 639 85 20 22

Sandra Pérez

sperez@webershandwick.com

Tel.: +34 91 745 86 62 / +34 628 671 821

About PortAventura World Parks & Resort

PortAventura World Parks & Resort is one of the largest family leisure and holiday destination resorts in Europe and throughout its 25-year history has welcomed over 90 million visitors. With a privileged location close to Barcelona, the resort operates five 4-star themed hotels and one 5-star themed hotel (PortAventura Hotels) with over 2,200 rooms, and a convention centre (PortAventura Convention Centre) with capacity for up to 6,000 people. The range of leisure facilities on offer also includes 3 golf courses (two of which were designed by Greg Norman) and a Beach Club with direct access to the beach. PortAventura World Parks & Resort is also home to a leading theme park, the only Ferrari Land park in Europe and a water park, which are leaders in Europe with a range of internationally renowned attractions.

www.portaventuraworld.com

www.portaventuraevents.com

www.fundacioportaventura.com