




MERLIN'S Magic Wand!

LEGOLAND® New York Resort is proud to support Merlin's Magic Wand Foundation, the children's charity partner of Merlin Entertainments



WHO ARE WE?

Here at Merlin's Magic Wand, it is our goal to create magical experiences for children who need them most. We do this by sharing the magic of each and every Merlin Attraction all over the world through our three #magical programs.

MAGICAL DAYS OUT In partnership with Merlin Entertainments, we offer free tickets to eligible children and their families to visit the Merlin Attraction of their choice. Via our charity partners. To date we have gifted over 1 million Magical Days Out tickets to children and families all over the world.

MAGIC ON TOUR When children are unable to visit an attraction, we bring the magic of Merlin to them! Teams volunteer to take an activities or virtual play to children in places like hospitals and hospices.

MAGIC SPACES We create Merlin themed, interactive spaces in places where children spend a lot of time. SEA LIFE themed rooms in hospitals, Peppa Pig themed playrooms in schools, Madame Tussauds waiting rooms and so much more!

We currently have 54 Magic Spaces all over the world! And our Magic Spaces have offered the magic of Merlin to over 325,000 children.



We have two Magic Spaces in New York. The a LEGO themed playroom that turns into a cinema room at night for children and families residing at HONOR. The EHG Shelter in Middletown: A nonprofit service that provides temporary housing, food, and counseling to Orange County residents.

And in 2024, we launched a LEGO classroom to enhance an educational space within the Newburgh Armory. The space is a fully designed and furnished classroom with LEGO Education sets, new TVs, desks, and tons of LEGO bricks! Team members from across LEGOLAND New York worked together to create, build, and launch the space.



Magical experiences for children who need them most