

LEGO® Store Reopens at Downtown Disney with Record-Breaking Sales

LAKE BUENA VISTA, Fla., (June 22, 2011) – Just in time for summer, the LEGO® Imagination Center has reopened at Downtown Disney Marketplace after undergoing extensive renovations that began earlier this year. With nearly 3,500 additional square-feet, the flagship store now has a larger sales floor, stockroom and play area.

“This LEGO location is one of our highest grossing stores. Still, we were pleasantly surprised when only days after reopening at Downtown Disney, we had set a new sales record,” said Skip Kodak, senior vice president at LEGO Group. “LEGO Group and Walt Disney World Resort have enjoyed a long history together and this expansion reinforces our shared interest in inspiring and developing children to think creatively.”

Already a favorite among Disney guests is the addition of new exterior LEGO models featuring Snow White and the Seven Dwarfs and Disney-Pixar characters, Buzz Lightyear and Woody greeting guests near each entrance. Guests can still also find the classic LEGO dragon and Disney guest family in the mix.

The renovation of the LEGO Imagination Center not only extended the space for guests to play, discover and build, but for the first quarter of the year, it created dozens of jobs in architecture, engineering, design, electrical, plumbing and construction in Central Florida. To meet the increased traffic in the store, the LEGO Group also hired an additional 30 to 40 sales people and clerks.

As the world’s fourth-largest manufacturer of toys, the LEGO Group maintains a long-time presence at Walt Disney Parks & Resorts. Vice President of Downtown Disney Keith Bradford recognizes its brand strength among Disney guests.

“The expansion of the LEGO Imagination Center at Downtown Disney reflects our commitment to continuously raise the bar on the experiences we provide our guests and exceed an increasing demand for interactive shopping experiences,” added Bradford.

Along with a separate playroom inside the store and additional touches such as modern lighting give the store an open feel and the 3,000-square-foot outside play area filled with LEGO bricks remains a favorite spot to stop and play.