



March 2, 2016

## **Are you ready for this Jelly? Super-sized, Jelly-themed bouncy castle opens on London's Southbank**

A super-sized, multi-sensory bouncy castle especially for grown-ups opened today on London's Southbank. The adult bouncy castle has been created to celebrate the launch of Candy Crush Jelly Saga, the latest instalment of global mobile gaming phenomenon, Candy Crush. Bouncers can fully immerse themselves in the competitive game modes as they take on the Jelly Queen in her royal residence and jelly-themed world.

Hot on the heels of grown-up colouring books and the adult ball pond, the castle is a one-of-a-kind experience for adults to connect with their inner kid. With Candy Crush Jelly Saga already offering bite-sized moments of fun for thousands of London commuters every day on their mobiles, the castle will aim to do the same thing by bringing elements of its game play to life. The jelly themed castle will encompass a range of multi-sensory elements, emitting fragrant, raspberry jelly-scented clouds from within its walls and making noises from the game when jumpers bounce on certain candy squares. It will also replicate the game's new competitive element and introduce visitors to Candy Crush Jelly Saga's latest character, the Jelly Queen.

Singer, presenter and Candy Crush fan Alesha Dixon was on hand to illuminate the castle and be the first to show off her jellylicious moves.

Alesha commented: "I've bounced around on the dancefloor a fair few times, but nothing quite like this! I'm already a big fan of the game, so it's great to be here to bring the fun and competition of Candy Crush Jelly Saga to life for the British public. I hope everyone who visits has as much fun bouncing as they do playing the game!"

Andreas Olofsson, Lead Producer on Candy Crush Jelly Saga also commented: "This is the perfect setting to bring the new competitive play of Candy Crush Jelly Saga to life as we give the public a chance to show their best moves, bounce and reign supreme over the new in-game opponent, the Jelly Queen. A fitting celebration that embodies the excitement and fun that we aim to achieve in our games."

The castle, which appears to be made up of hundreds of blocks of raspberry and lime jelly, stands at seven metres high and eleven metres wide, as tall as a house and the length of a double decker bus, and took a team of 25 people six weeks to create. Comprising 740 square metres of fabric, it was designed by King Digital Entertainment and will be open to the public from 10am on Thursday 3rd March until 6pm on Saturday 5th March. Designed to replicate the squish and wobble of real jelly, the bouncy castle will give grown-ups the chance to play like a child again, whatever their age.

The jelly-like castle can be found on the Southbank at 2 More London Place, The Riverside, London SE1 2JP (outside City Hall). The experience will be completely free of charge, offering visitors the chance to bounce away the night or day with views of Tower Bridge, HMS Belfast and the Tower of London.

When: Thursday March 3rd – Saturday March 5th. 10am-8pm weekdays, 10am-6pm weekends.

Where: 2 More London Riverside, London, SE1 2JP (outside City Hall). Nearest tube station: London Bridge.

Who: Open to all members of the public aged 16+. Not advised for people with heart problems, breathing difficulties, or for anyone frail or pregnant.

How much: Free.

For more information on the Candy Crush Jelly Saga Bouncy Castle visit [www.candycrushjellysaga.com](http://www.candycrushjellysaga.com)

Candy Crush Jelly Saga is available to download for free from the Apple App Store, Google Play Store and the Windows Store. This colorful new sister title adds an additional layer of creative and strategic thinking to the Candy World, with exciting new features including "Jelly" and "Boss" gameplay modes. In "Jelly Mode," players must match candies in jelly in order to make it spread and win the level. As players perfect their delightful moves throughout the journey, the Jelly Queen and her minions will test those moves in "Boss Mode" along the way. While in competitive play against the Jelly Queen,

players will take turns against her and whoever spreads the most jelly by matching candies will win the level.

Notes to Editors

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About King

King Digital Entertainment is a leading interactive entertainment company for the mobile world. It had a network of 318 million monthly unique users as of fourth quarter 2015, has developed more than 200 exclusive games, and offers games in over 200 countries and regions through its king.com and royalgames.com websites, Facebook, and mobile distribution platforms such as the Apple App Store, Google Play Store, Microsoft Windows App Store and Amazon Appstore. King was acquired by Activision Blizzard (NASDAQ: ATVI) in February 2016. King has game studios in Stockholm, Malmö, London, Barcelona, Berlin, Singapore, and Seattle, along with offices in San Francisco, Malta, Seoul, Tokyo, Shanghai and Bucharest.

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