
INTERNATIONAL DAY OF PERSONS WITH DISABILITIES

3RD DECEMBER

Activity from 28th November to 9th December



INTERNATIONAL DAY OF PERSONS WITH DISABILITIES

Background

At Merlin Entertainments, we welcome the world to our magical attractions and resorts every day and we want to reflect that same multicultural mix inside our business too. We strive to create an inclusive and diverse workplace where people can be themselves, have the same opportunities and thrive together. Because at Merlin, everyone matters!

Merlin globally celebrates key dates for Diversity and Inclusion throughout the year with the support of our regional taskforces. We are celebrating IDPWD on 3rd Dec in 2022 to underline our support of guests and employees with disabilities.

Activity to span 28th November to 9th December – showing accessibility is more than just one day.



Campaign objectives

- To highlight Merlin's commitment to disability inclusion, internally and externally.
- Share the Merlin Internal Intel group – mission and personal experiences.
- To showcase Merlin's accessibility improvements year on year – show action.

2022 Activity

- Purple light up – more attractions than ever!
- Internal Intel Group – film and announcement
- Message of progress
- New staff hashtag to keep continued work and stories alive
- DadsNet Disability Podcast series

(Merlin's Magic Wand in partnership with The London Eye)

国际残疾人日亮灯活动

PURPLE LIGHT UP



PURPLE LIGHT UP

#PurpleLightUp is the powerful global movement - led by PurpleSpace - that celebrates the economic contribution of disabled employees around the world. Much the same as the Rainbow Flag and Pride enable the LGBTQ+ communities to galvanise behind a unifying identity, #PurpleLightUp is driving forward that momentum.

On 3rd December to mark the UN International Day of Persons with Disability we present the biggest ever celebration of 386 million disabled people in the global workforce.

This year #PurpleLightUp takes on an even greater significance as we launch the world's first ever 24-hour #PurpleLightUp Global Broadcast. From sunrise in Australia, across six continents, to sunset in California, we are bringing together CEOs, senior champions and network/ERG leaders to connect, share their stories and feel the power of change.



GLOBAL MESSAGE 2022

Merlin will be posting the below to mark IDPWD, alongside a new video themed around the Internal Intel Group.

To mark the day, you could share Merlin's post onto your channels, or use as a base for your own comms.

As a member of the **Valuable500**, we have declared publicly our commitment to continually improve accessibility for guests and employees with disabilities. Today, as we light up purple to mark the **UN International Day of People with Disability (IDPWD)**, we are celebrating taking valuable action in this area, with our new Merlin Accessibility Internal Intel Group.

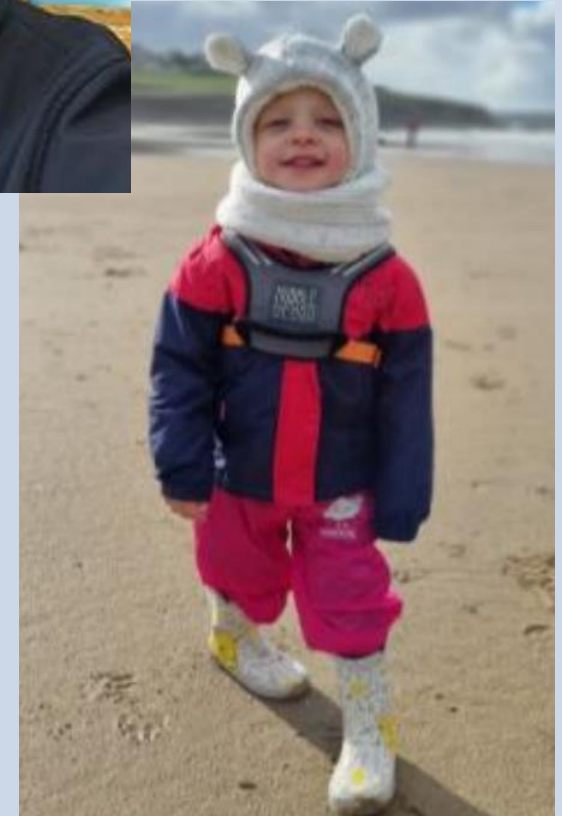
There is a wealth of knowledge and lived experience amongst our global Merlin teams - as parents, carers, or for those that have accessibility needs themselves. So, as part of our action in 2021, we established our own 'Internal Intel Group' to share our lived experiences, including valuable insight into how we can further change and develop our accessibility at our attractions.

Today we celebrate all those staff that make up this Accessibility Internal Intel Group. They have already helped support, inform and guide future improvements and will continue to help drive meaningful changes – to help us create magical Merlin experiences that are **Fun for Everyone!**

#PurpleLightUp #FunForEveryone



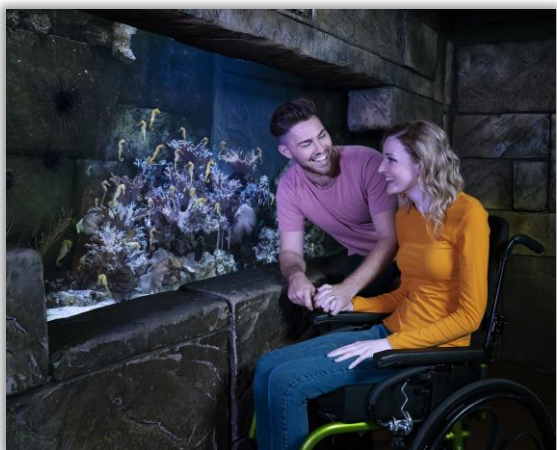
Merlin's Steve Blackburn, Lead for the new **Accessibility Internal Intel Group**. One of Steve's twin daughters Daisy was diagnosed with an extremely rare genetic disorder called Phelan Macdermid Syndrome. He now leads on the group to drive changes and new ways of thinking to help support families like his.



CONTENT EXAMPLES

Not Lighting Up Purple

Incorporate relevant imagery where possible, such as accessibility images from your attraction.

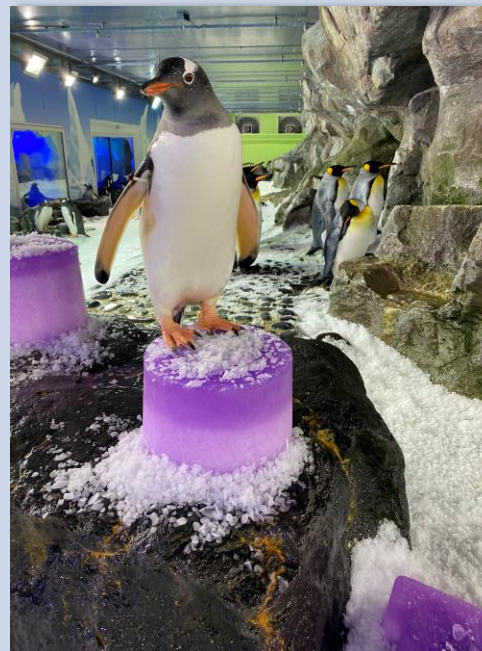


Reminder:

Use camel case (Caps beginning of each word) in hashtags to make them more accessible. E.g. #LightUpPurple

Lighting Up Purple

Incorporate relevant imagery or video, examples below from previous years:



ASSET SUITE

Valuable 500

Toolkit and downloadable assets available [here](#).



Merlin Accessibility Comms Guide

[Click here to view the guide](#)



Purple Light Up

[Documents here](#) with tips for producing videos and details of how and where to share them.

[Get Involved resource](#) for reading and sharing.



Previous Merlin Activities

Take inspiration from how some of our attractions marked the day in previous years – more in The Wizard's News Issues [51](#) and [27](#).



APPENDIX

IDPWD – PREVIOUS COMMUNICATIONS

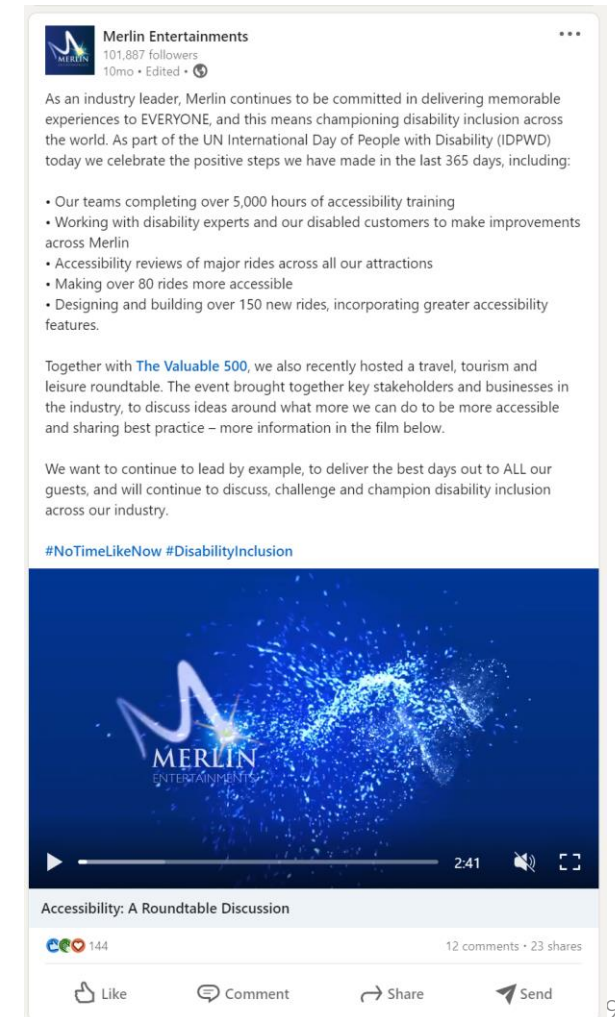
2020

- External message of intent
- Purple Light-Up
- Internal Wizard (issue 27)
 - Message from Nick
 - Film from Kate Nash
 - Stories from employees – Hilary and Kara
 - Resources and support



2021

- External message of commitment and progress
- Purple Light-Up
- Internal Wizard (issue 51)
- Hosting first Round-table event which led to:
 - Message from Matt
 - Roundtable film
 - Launched intel group with message from Steve



KEY MESSAGE 2020

#PurpleLightUp

Today we are shining a light to recognise International Day of People with Disability (IDPWD).

At Merlin we care deeply about inclusivity and as a member of the Valuable500 we have declared publicly our commitment to continually improving accessibility for guests and employees with disabilities.

From the London Eye, Madame Tussauds London, Sydney SEA LIFE and LEGOLAND California to the Blackpool Tower and LEGOLAND Japan. Our Merlin attractions around the world are lighting up Purple to show our support but also renew our promises.

We are taking action but also account. From continuing to focus on accessibility at our theme parks, on our rides and at our attractions, to the on-going education and training of staff in serving and working with different disabilities. We will also champion and encourage people with disabilities to join and grow with Merlin as employees.

So today we light up Purple to shine a light for the work we have done, but with the recognition that we have more to do. Our journey continues as we develop, learn and grow.



KEY MESSAGE 2021

Showing action and leading our industry.

We hosted our first event with The Valuable 500, and shared how we have taken action over the year:

- Our teams completing over **5,000** hours of accessibility training
- Working with disability experts and our disabled customers to make improvements across Merlin
- Accessibility reviews of major rides across all our attractions
- Making over **80** rides more accessible
- Designing and building over **150** new rides, incorporating greater accessibility features

