

Parc Astérix, the gallic theme park is celebrating 25 years with plenty of wonderful surprises for this anniversary year. It is starting with its new world, Idéfix and the "Forêt des Druides"!

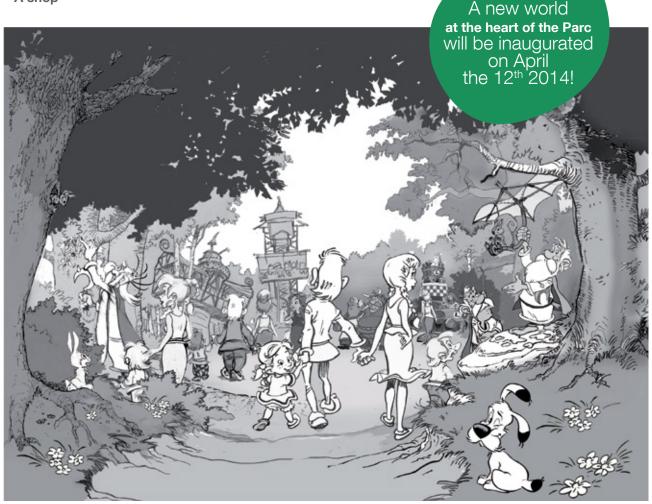
With challenges for young and old alike, plenty of adventures, unique attractions and unrivalled experiences, huge live shows, a touch of humour and a pinch of cheekiness... Indeed, all the ingredients for a winning potion tried and tested by millions of visitors since 1989!

In 2014, Parc Astérix invites you to its new world dedicated to families and particularly children, Idéfix and the Forêt des Druides, an area of 5,000 sqm at the heart of Parc Astérix!

Just a short walk from the Village Gaulois, Idéfix will introduce you to some of Panoramix's druid friends and their wacky inventions.

Idéfix and the "Forêt des Druides" in a few figures:

- 5,000 sqm
- A playground
- A snack bar
- 5 attractions
- A shop
- 7 months of work
- 10 companies involved
- 3.5 million Euro invested



Designed by Denis Viougeas



5 exclusive attractions

dreamt up by a band of druids for children aged 3 to 11!



1- AÉRODYNAMIX

After seeing the Romans flying, the druid Aérodynamix decided to have a go at conquering the skies. He's determined to get all his forest friends flying!

2- ÉNIGMATIX

With a very active imagination, the druid Enigmatix invents machines which go up and down... But truth be told, he doesn't really know what they might be used for!

3- LAVOMATIX

The druid Lavomatix is the inventor of the Tub Seat. Between racing or doing laundry, he made his choice!

4- ÉTAMINE

To prepare her potions, Etamine, the druidess, stirs... And when she stirs, she STIRS!!!

5- HYDROLIX

The druid, Hydrolix, has invented a machine to go up the river and everyone loves it!

WHERE IS HIDING IDÉFIX?

Idéfix is hidden in different locations around his new adventure world...
Be sure to keep your both eyes opened to spot him!

FUN FACT

Idéfix had his OWN collection of comic books in the 70s with around twenty adventures for young children.



25 YEARS OF HISTORY!

Parc Astérix is the result of a wonderful story,

conceived by Mr. Albert Uderzo. Back in 1981, Albert Uderzo sought to transfer the spirit of his comic into a theme park. So he set up a team whose task was to come up with fun, off-the-wall ideas.

A GROUP OF FRIENDS WORKED ON THE STORYBOARD FOR THE PARC:

- Pierre Tchernia who had already collaborated in writing the cartoons,
- Marcel Gotlib (the Pilote partner),
- Roger Carel (Astérix's voice),
- The actor Gérard Hernandez,
- Fred, poet and creator of Philémon.

AT THE SAME TIME, THE FINANCING OF THE PROJECT WAS MADE POSSIBLE THANKS TO THE MEETING OF THREE MEN:

- Albert Uderzo.
- Patrice Tournier, who worked on new real-estate projects concepts,
- Éric Licoys, General Manager of Barclays Bank, who knew these two men and was sure that they would complete each other. He played a key role in getting the project off the ground by helping them find shareholders.

THE PROJECT STARTED OFF WITH MAJOR CONSTRUCTION STAGES:

- 1984: Market research, feasibility and finance studies.
- 1985 : Financing arrangements, establishing the company and designing Parc Astérix.
- 1987: Completion of technical designs and schedule of works assigned to the company, Dumez and the contract for the management of Parc Astérix assigned to two large service providers: the ACCOR group and Générale des Eaux.
- 1989: Opening of Parc Astérix, on April the 30th 1989.

The initial investment amount for the Parc was 780 million francs, which is approximately 119 million Euros.



FUN FACTS

The initial construction of the Parc took:

- more than 2,000,000 man-hours,
- involving over 6,000 workers
- and 150 businesses from 10 different countries!



A PARC IN CONSTANT DEVELOPMENT

• THURSDAY 27TH APRIL 1989

The official inauguration of the Parc, with the Minister for Culture at the time, Jack Lang, the architects and its founding fathers, the artists Albert Uderzo and Pierre Tchernia.

• SUNDAY 30TH APRIL 1989

Public opening.

Among the screams of joy and the smell of roast boar, the crowds on the first day created long traffic-jams on the A1 motorway.

Over 1.3 million visitors travelled there during the first season.

• 1ST OCTOBER 1989

Parc Astérix ended its 1st season with 1.35 million visitors.

Over the years, Parc Astérix has expanded its concept by offering new attractions and shows:

- 1992: Vol d'Icare
- 1995: Menhir Express and a new show in the Arenas
- 1996: The Main Basse sur la Joconde show
- 1997: Tonnerre de Zeus
- 1999: L'Oxygénarium
- 2001: Trace du Hourra
- 2003: Transdémonium
- 2006: The Vikings show
- 2007: 1st Christmas season
- 2008: Le Défi de César, new generation of attractions, investment: 12.1 million Euros
- 2012: Inauguration of a new Egyptian world and Ozlris attraction Investment: 20 million Euros, the largest budget ever invested
- 2014: Opening of a new world intended for families with young children, dedicated to Idéfix

PARC ASTÉRIX IN 2014, IT'S ALL ABOUT:

- 6 themed worlds and fun-filled settings
- 35 attractions to engage the senses
- 3 big live shows to blow you away

FUN FACT

Parc Astérix had almost 20,000 visitors on its opening weekend in 1989!



Interview with Pascal FLICHE, Managing Director of Parc Astérix.

WHAT IS YOUR GREATEST MEMORY OF PARC ASTÉRIX?

Without a doubt, the light and sound show put on for the inauguration of Ozlris, on June the 2nd 2012.

It brought together state-of-the-art technical skills and was inspired by one of the tests in the cartoon "The 12 tasks of Asterix": to survive the unbearable gaze of Iris, the Egyptian magician.

The idea behind this show was to retell an old story in a new way.



WHAT IS YOUR FAVOURITE ATTRACTION IN THE PARK?

The Dolphin Show which takes place in the Poseidon Theatre, as this performance allows our visitors to increase their awareness of the need to respect our marine environment to ensure the survival of flora and fauna.

This show is also a wonderful opportunity to demonstrate the beautiful story of man and these ever-smiling marine mammals, something enchanting for all ages.

WHAT ARE THE MUST-SEE NEW FEATURES FOR THIS ANNIVERSARY SEASON?

The grand opening of an exclusive world just for kids: Idéfix and the Forêt des Druides! An area where family values are united in a natural, green setting.

Following on from Ozlris, opened in 2012, which has thrilled young adults, senses will be indulged for younger visitors and families with the opening of this world dedicated entirely to them.

To celebrate its 25th anniversary, Parc Astérix is developing the attractions it offers to make them suitable for visitors aged from 3 to 99, for anyone who loves experiences, fun and a little bit of cheekiness.





After a trip through Gaul, where he met Asterix and Obelix, Iris, the magician, returns to Egyptian soil to create a temple to his glory! To perfect his reputation, Iris casts a brand new spell, using his hypnotic gaze, which mesmerizes the visitors and makes them fly and whirl round like wild winged creatures.

"By Osiris and by Apis, will you dare meet Iris' unbearable gaze?"

Immediate embarkation on an out-of-the-ordinary flight through the air!

The intrigued and willing visitors are then invited to enter the gates of the temple to test the last spell concocted by the one who rose himself to the rank of demigod! All along the ride, Egyptian frescoes, papyrus, sarcophagi, and other statues erected in honour of our Magician come along the visit and drench the visitors eager for thrills in a bewitching and unsettling atmosphere. Once you arrive at the second level, you are welcomed to the great boarding hall, with its filtered light and dramatic music. It's time to test this explosive mixture of hypnosis and collective levitation! Next, you take off on a sensational flight: 2 minutes and 30 seconds of letting go, 5 inversions with your feet dangling in the air, and the park's own, exclusive Dive Loop.

A unique ride found nowhere else but in Parc Asterix.

"ONLY THE BRAVEST"

• Ozlris, Parc Astérix's inverted coaster: You won't be the only one taken by surprise by this new type of attraction! At 40 m up with your feet left dangling, let a 90 km per hour aerial adventure begin which will take your breath away. (height restriction: 1m30).

"FOR THE WHOLE FAMILY"

• Sos Numérobis : Welcome to Numerobis' rock quarry. Here the children can climb aboard the train that delivers stones cut and stamped with the colours of the most asymmetrical of architects (accessible for children who measure at least 90 centimetre high).















More than 2 million visitors have already flown on Ozlris!









Wait no longer to discover the **colourful world of the Gauls** in company of Asterix, Obelix, and all their friends.

Screams of delight on board the **Trace du Hourra**, an exciting bobsleigh ride ...
Splashes guaranteed on board of the **Menhir Express** or the **Grand Splatch** before the spin-drying of the **Petite Tempête**... without forgetting the presence of all our proud heroes. through the day, they bring the Village to life: a true, living re-enactment of the comic book!

"FOR THE WHOLE FAMILY"

- La Trace du Hourra: Jump onboard this thoroughly Gaulish bobsleigh and whiz down the 900 metre descent at 60 km per hour! You'll squeal with delight!
- La Petite Tempête: Ride up and down across the waves on these small boats!

"FOR SPLASHING GAULS"

- **Menhir Express**: For everyone who's ever dreamed about helping Obelix deliver his menhirs! Watch out for whirlpools, eddies and that final 13-metre high waterfall.
- Le Grand Splatch: There's no stepping back to a Numide! Splashes are guaranteed on this booby-trapped ride of aquatic high jinks!
- Croisière Épidemaïs: Cruise through the Gaulish village and enjoy some madcap moments!

"PLUCKY LITTLE GAULS: FROM 3 TO 11 YEARS OLD"

- Le Petit Train and Le Mini Carrousel: A train and carousel that younger kids are sure to enjoy.
- Les Petits Chars Tamponneurs : Defeating the Roman troops in these Gaulish chariots will guarante fun for even the youngest of our visitors!
- La Forêt d'Idéfix, the new area in the Parc: 5 exclusive attractions, a playground, a kiosk and a shop are waiting for families and their would-be Gauls.

FUN FACT

The Gaulish Village covers 4,500 sqm and boasts no less than 16 huts!

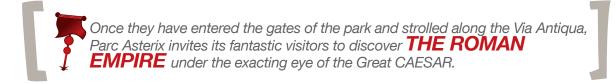












In fact, Caesar is worried: He has an alarming lack of spies for a very special mission: Infiltrating Gaul, located not far from there, and enabling the imperial army to conquer this unruly land. Visitors from all countries are asked to participate in the various recruitment tests deployed by our fearsome emperor. To become an "elite centurion" one must brave the pitiless Galley ship of the "Défi de César", pass through Romus et Rapidus rapids and thus earn a chance to enter the Arènes Romaines and make your career there. The youngest are also invited to embark on the "Espions de César" to discretely spy on the Gauls' Village from a high spot. For the glory of Rome! But that was without counting on the mischievous presence of our Gaulish partners!

"FOR THE WHOLE FAMILY"

- Le Défi de César : A 20-minute dive right into the comic book to face the 4 interactive challenges presented by the great Caesar himself!
- Les Espions de César : Spy on the Gaulish village from a comfy pedal-powered chariot.
- Le Carrousel de César : Ride with your favourite characters from the comic book.

"FOR SPLASHING GAULS"

 Romus et Rapidus: White water ride on giant rubber rafts down rapids, swirls, geysers and falls!

SHOW "LA LÉGION RECRUTE"

Notice to the population: A career of glory and honour is waiting for you as a legionary! You may not be among Caesar's proud legionaries, but you can still join the Roman Arenas to watch this show combining stunts, magic and real fun for the whole family.

Backstage: 15 people are mobilised under the Roman eagle including 8 stunt actors to perform acrobatic acts. Arènes Romaines: 1,100 seats – for audiences of all ages – show length: 25 min.





FUN FACT

8 stunt actors show off their acrobatic skills and stunts in the show "La Légion Recrute"





This colourful world offers a host of myths to relive. The most courageous ones will face **Zeus** on board his impressive wooden roller coaster or take their place on board the mischievous **Cheval de Troie**. The most valiant will put on their wings for a journey toward the sun on board the **Vol d'Icare**. As for the little ones, they will enjoy a cruise on the **Rivière d'Elis...** and everyone will meet at the **Poseidon Theatre** to discover the incredible aquatic ballet offered by the **dolphins and sea lions**. The final objective is to **discover the future heroes** of our century by testing their courage and, who knows, elevate the boldest among them to the rank of demigod of Olympus.

"FOR FEARLESS GAULS"

- Tonnerre de Zeus: Do you dare defy Zeus? The breathtaking course of this wooden roller coaster rockets at 80 km per hour to heights of up to 30 m... 90 seconds of thunder!
- Le Cheval de Troie: A rotating flying carpet that soars up to 12 m above the ground. Not for the faint hearted!

"FOR THE WHOLE FAMILY"

- Le Vol d'Icare: A family roller coaster where you can relive the spirit of Icarus!
- L'Hydre de Lerne: Come take a whirl in the tentacles of a fearsome 7-headed monster!

"PLUCKY LITTLE GAULS: 3 TO 6 YEARS OLD"

• La Rivière D'Elis : Sail along the Mediterranean coast under the benevolent eye of the Greek Gods!

DOLPHINS SHOW AT THE POSEIDON THEATRE

The dolphins and sea lions in the Parc Asterix dolphinarium have the lead in this educational aquatic ballet! For an incredible moment full of intense sensations, dive into the fascinating world of these marine mammals and find out all about their way of life and learn how the animal and its trainers work closely together. This show at the Poseidon theatre is simply not to be missed!

Poseidon theatre - 2,000 seats - for audiences of all ages - show length: 20 min.



FUN FACT

Each day, it takes an experienced climber two hours to check the 1,100 metres of track on the "Tonnerre de Zeus"...Reaching the summit at 30 metres high!





Aboard a ship with a frightening prow. Join the outstanding crew of men who know no fear. **This is a test of courage:** The boldest ones will turn upside down 7 times on an incredible big dipper roller coaster, and then brave a storm in a swinging boat, while the young ones seek adventure on little longboats or mini flying chairs!

"FOR THE FEARLESS"

- **Goudurix:** You won't know which way is up onboard this incredible ride with its 7 hair-raising loop-the-loops!
- La Galère: A storm is brewing... Now's the time to prove your courage aboard this giant swinging boat!

"PLUCKY LITTLE GAULS: 3 TO 6 YEARS OLD"

- L'Escadrille des As: Enjoy a flight on one of these Cuckoos and take a step back in time to the 1900s.
- Les Petites Chaises Volantes: A miniature version of the famous carousel, for small children!
- Le Mini Carrousel: Carousel that younger kids are sure to enjoy.

100% VIKING PLAYGROUND!

Slides, drakkar longships and original piers awaiting the would-be Vikings on its own dedicated peninsula.





FUN FACT

The name "Goudurix" comes from the character of the same name, hero of the "Astérix et les Normands" comic book.







Parc Astérix is also an impertinent and playful fresco of the History of France, revised and seen by our exacting accomplices.

From the Philippe Auguste enclosure featuring bone shakers from the start of 20th century with the mythical Nationale 7, "Les Rues de Paris" at Parc Astérix where you'll travel through 1,000 years of history in just 300 metres!

"FOR THE WHOLE FAMILY"

- Les Chaises Volantes: Lose your bearings aboard the 48 swings on this carousel!
- **Transdémonium:** Give yourself a fright aboard this ghost train as you brave the castle dungeons!
- Nationale 7: Enjoy a preview of your summer holiday as you take down the road of these funny old bangers!
- Les Chaudrons: Take a spin in the whirling cauldrons... just make sure to keep your feet on the ground!
- Les Chevaux du Roy: Traditional rides with wooden horses.



"FOR SPLASHING GAULS"

• L'Oxygénarium: Giant rubber rafts zoom down a 195-metre slide for a great breath of fresh air!

EMOTIONS AND STUNTS

"Main Basse sur la Joconde"... The heist of the century! On the foggy docks at Le Havre, a gang of bandits is plotting to steal the Mona Lisa as it is about to be shipped to an exhibition at the famous New York Metropolitan museum. But they didn't bank on Marcel, a humble housepainter, who after having unwittingly witnessed the theft, sets out on an unlikely quest to save the famous masterpiece.

Explosions, chases and stunts are what make this mind-blowing show full of devilish suspense!

Backstage: 8 stuntmen-actors including a trapeze artist treat us with 30 minutes of acrobatics and special effects in a set that rivals the show in outrageousness... all staged by 7 directors. Vieux Paris - 2,000 seats – for audiences of all ages – show length: 30 min.

Paris, err...Lutetia, as seen by the Gauls! As soon as you enter the Rue de Paris, you are whirled back through the centuries in a blaze of laughter and high spirits! A simple stroll down the street takes you on an extraordinary trip from the Middle Ages to the late 19th century!

FUN FACT

The show "Main Basse sur la Joconde" is inspired by two real events: the theft of the Mona Lisa from the Louvre in 1911 and its departure for New York in 1963.





Parc Astérix provides full holiday accommodation! The hotel's location in the heart of the forest makes it the perfect place for some blissful relaxation after a day of thrills at Parc Astérix! This three-star hotel, in its lush forest setting, **100 large 30 sqm family rooms** for 5 people maximum!

"A CHILD'S PARADISE"

The children's bunk beds are separated from the parents' room for greater comfort and independence. All the furniture is pinch-proof for finger safety, and cribs are available, as well as high chairs, bottle warmers and children's menus...Everything has been designed for the comfort and safety of our little Gauls! For those who wish to play outdoors, the hotel offers plenty of space to run around. Indoors, you'll find a large games room dedicated to fun! On weekends and during school holidays, magicians and Parc Astérix characters visit the hotel to say hello to the indomitable little Gauls.



There is a friendly and well-appointed lounge that allows you to relax next to an impressive 20-metre-high fireplace. There's also a large patio, a den where you'll find a pool table and a library, WiFi access and a lounge bar.

There are several dining options: "à la carte" selections for fine dining, a buffet for those with hearty appetites, and sandwiches and snacks at the bar for those who just want to nibble.

TO CAP YOUR STAY IN THE GAULISH COUNTRYSIDE...!

Rate for 1 day & 1 night:

Stay with friends at the "Hotel des Trois Hiboux" based on 4 adults: from \leqslant 92 / person.

Rate for 2 days & 1 night:

Family Stay based on 2 adults & 2 children: from € 96 / person.

Information:

www.parcasterix.fr or +33 (0)3 44 62 31 31



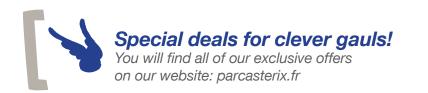




FUN FACT

A 2km educational trail is located behind the Hotel, the Sentier des Trois Hiboux!





FREEDOM TICKET

From Saturday 30 of March 2013, you can freely reserve your ticket to Parc Astérix. Then you can visit the park any day – the ticket is valid for the whole season on the day of your choice (on all opening days of the park).

Adult: € 46 (12 years and +) - Child: € 37 (3 to 11 years included*).

SEASON PASS

For unlimited access to the park, the season pass is the ideal option. One person season pass for 2014 based on Parc Astérix opening calendar. Adult: € 94 (12 years and +) - Child: € 84 (3 to 11 years included*) Parking option included and unlimited dates.

PASS PARADILOISIRS: A WHOLE YEAR OF FUN FOR 104 €

This pass gives you unlimited access to Parc Astérix and three other great theme parks: France Miniature, Musée Grévin and Mer de Sable for 1 year starting from the issue date!

Passholders can enjoy these exclusive benefits:

- 20% discount on the price for one night, including breakfast, at the Hotel Trois Hiboux***, the hotel of Parc Astérix!
- 50% discount in the following places: Walibi Holland / Dolfinarium / Bellewaerde / Walibi Belgium / Bioscope / Planète sauvage / Walibi Rhône-Alpes / Walibi Sud Ouest.

Single ticket price - Parking non included - Pass can be purchased directly at the ticket booths at the parks' entry.

* under 3 years: free.

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MAY

5 | 12 | 19 | 26







By car:

30 km North of Paris.

A1 Paris/Lille motorway, direct exit to Parc Asterix, between no7 and no8. Paying car park.

From Paris:

Direct shuttle Paris / Parc Asterix

- Departure at 8:45 am, return at 6:30 pm.
- Shuttles information: +33 (0)1 53 48 39 53.
- From the Louvre museum: access via the "Carrousel du Louvre" (99 rue de Rivoli) or direct access by the "Palais Royal" metro station. Take the escalator located in Hall Charles V (Shop level) and leading to the coach park.

Metro/RER B:

 Line RER B3. Get off at the "Aéroport Charles de Gaulle 1" station then take the Parc Astérix shuttle at the bus station (platform A3).

From Charles de Gaulle Airport:

- Regular shuttle Aéroport Charles de Gaulle/ Parc Astérix by Bus Courrier-Ile-de France (CIF), platform A3.
- Departure every 30 min. from 9 am to 6:30 pm.

Return every 30 min. from 9:30 am to 7 pm.

• Shuttles information: +33 (0)1 48 62 38 33.

LONDON **DOUVRES** CALAIS **BRUSSELS** 257 km CHARLEROI A16 A1 LILLE Exit 8 A15 Charles de Gaulle Cergy Pontois RER B³ Charles de Gaulle Airport A86 A13 ROUEN A104 Δ3 128 km PARIS A4 METZ NANCY A 300 km A6b N118 A86 TOrly N104 A11 **A6** LYON 480 km A10 BORDEAUX TROYES 180 km A6 MARSEILLE

From outside Paris:

Arrival by train (TGV) or by air at Charles de Gaulle Airport

- Take the CDGVAL interterminal metro leading to Terminal 3 until the Bus station.
- Tickets on sale at the "Asterix" office. Take the shuttle from platform A3.

Informations et réservations :

- 00 44 20 87 92 97 15
- parcasterix.fr
- Parc Astérix BP8 60128 Plailly France







Please contact the Parc Astérix teams and the agency RP Thomas Marko & Associés.

Parc Astérix

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FUN FACT

Find HD versions of Parc Astérix images on the website: www.parcasterix.fr/mediatheque

