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LEGO® KIDSFEST Portland: October 11 - 13 Three Acres of Hands-On Educational Fun for All Ages



The LEGO® KidsFest national tour stops at **the Oregon Convention Center October 11 -13, 2013**, bringing all of the creative hands-on, minds-on fun of LEGO building and experiences together in this three acre activity- and entertainment-packed family event for children of all ages and builders of all skills and interests.

Among the many LEGO attractions, families will find:

- **LEGO Model Gallery:** dozens of life-sized models made entirely from LEGO bricks
- **LEGO Master Builders:** live demonstrations and activities from the crew who get paid to play
- **Creation Nation:** build your own creation to add to a custom map of the U.S.
- **Race Ramps:** build your own custom car, then race it down the ramp against friends and family
- **LEGO Games Arena:** roll the dice to play LEGO board games
- **Construction Zones:** creative free build, play and display areas



- **LEGO DUPLO®**: younger visitors can explore imagination through building
- **LEGO Retail and KidsFest Marketplace**: purchase LEGO merchandise and official KidsFest tour goods
- **Brick Pile**: a gigantic pile full of LEGO bricks for creative play and enjoyment
- **Monochromatic Builds**: bricks of a single color to foster group creativity
- **Brickscapes**: fantastic displays that combine lots of LEGO and DUPLO sets
- And much more, covering over 150,000 square feet of space



“Any family who likes to be inspired, get hands-on and have fun together won’t want to miss LEGO KidsFest,” said Vince Rubino, LEGO events manager. “We’re bringing so many activities for Virginia-area families to test and showcase their creativity and building skills in what is sure to be a family event to remember.”

Based on sell-out attendance in previous markets, advance ticket purchase is strongly encouraged.

Five sessions – all identical – are available for the Bay

Area August 30th – September 1st tour stop. LEGO KidsFest tickets are \$21 for adults and \$19 for children and can be purchased online at www.LEGOKidsFest.com.

The LEGO KidsFest 2013 tour stops: Richmond, VA (February 15 – 17), Louisville, KY (April 5 – 7), Houston, TX (May 17 – 19), Phoenix, AZ (July 12 – 14), San Jose, CA (August 30 – September 1), Portland, OR (October 11 – 13), and Hartford, CT (December 6 – 8).

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LEGO Systems, Inc. is the North American division of The LEGO Group, a privately-held, family-owned company based in Billund, Denmark, one of the world's leading manufacturers of creatively educational play materials for children. The company is committed to the development of children's creative and imaginative abilities, and its employees are guided by the motto adopted in the 1930s by founder Ole Kirk Christiansen: "Only the best is good enough." Visit the virtual LEGO world at www.LEGO.com

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