



## UNIVERSAL PARKS & RESORTS INVITES YOU TO “LET YOURSELF WOAH”

Comedians **Kenan Thompson** and **Arturo Castro** Headline Universal Orlando Resort and Universal Studios Hollywood’s New Brand Campaign *“Let Yourself Woah”*

Click [Here](#) for a First Look at the New Campaign, which Debuts on Monday, February 17, and Click [Here](#) for Outtakes

Click [Here](#) to Download Images of Kenan and Arturo at Universal’s Parks

**Orlando, Fla., Universal City, CA. (Feb. 14, 2020)** – Universal Orlando Resort and Universal Studios Hollywood cast comedic superstars **Kenan Thompson** and **Arturo Castro** in their new brand campaign, “Let Yourself Woah,” designed to showcase the dynamic range of emotions guests experience when visiting these world-renowned theme parks.

Because it’s easy to get wrapped up in the daily responsibilities of work, school, family or the ongoing debate of what to have for dinner, Universal Parks & Resorts developed this unique campaign to invite guests to escape to a place that immerses them in amazing “Woah” moments. “Woah” represents the indescribable feelings guests have at Universal as they embark on epic adventures that can’t be experienced anywhere else, like causing mischief with the Minions from Illumination’s “Despicable Me,” coming face-to-face with ferocious dinosaurs on the new Jurassic World – The Ride, accelerating up to 50 mph on the new Hagrid’s Magical Creatures Motorbike Adventure story coaster, savoring the very first sip of Butterbeer or soaring high above Hogwarts castle within The Wizarding World of Harry Potter.

And who better to be the ambassadors of “Woah” than comedians Kenan Thompson and Arturo Castro? Thompson currently stars on “Saturday Night Live” and earned fame as a teenager on the popular Nickelodeon ‘90’s sketch-comedy show, “All That” and sitcom, “Kenan & Kel” – both filmed on the Universal Orlando backlot. And Castro created and stars in a hit comedy series and vacationed at Universal’s parks growing up.

“‘Woah’ means to me exactly what these parks do for you on a daily basis - on every ride, it’s like ‘Woah!’” said Kenan Thompson. “Universal’s theme parks hold a special place in my heart and it’s amazing to see how much they’ve grown since I worked here as a teenager. And now to be part of a campaign for one of my favorite experiences in life...It’s almost like someone asking you if they can provide you an awesome time - of course, I say ‘bring it on!’”

“It is so exciting for me to be able to capture that ‘Woah’ feeling I always felt as a kid,” said Arturo Castro. “I’ve been going to Universal since I was five years old, and bringing 25 of my family members to the parks last year was incredible! It’s our favorite place to visit, hands down.”

“Kenan and Arturo are an ideal match for ‘Let Yourself Woah.’ They both embody an outrageous sense-of-humor and the carefree spirit of hilarious fun within our parks, which is everything this new campaign represents,” said Alice Norsworthy, EVP and Chief Marketing Officer for Universal Parks & Resorts. “We’ve evolved so much in recent years and have worked very hard to continuously bring incredibly-popular ‘Woah’ moments to life. We’re delighted to work with Kenan and Arturo to share the excitement for what we have to offer our guests in an extraordinary new way.”

“Let Yourself Woah” is a reminder for families and friends to let go and live in the moment. Across the Universal parks on both coasts, guests will scream together, laugh until they cry and enjoy outrageously-awesome experiences with those they care most about.

Click [here](#) for a look at the first “Let Yourself Woah” campaign ad launching nationwide on Monday, February 17.

Right now, guests can experience the “Woah” with special deals and packages, including a “Buy 2 Days, Get 2 Days Free” offer for Universal Orlando Resort, and saving up to \$30 on online ticket purchases for Universal Studios Hollywood.

For more information about Universal Parks & Resorts, visit [www.UniversalParks.com](http://www.UniversalParks.com).

### **About Universal Parks & Resorts**

Universal Parks & Resorts, a unit of Comcast NBCUniversal, offers guests around the globe today’s most relevant and popular entertainment experiences. With three-time Academy Award winner Steven Spielberg as creative consultant, its theme parks are known for immersive experiences that feature some of the world’s most thrilling and technologically advanced film- and television-based attractions. Universal Parks & Resorts in the U.S. are Universal Studios Hollywood, which includes Universal CityWalk Hollywood; and Universal Orlando Resort, a destination resort with three theme parks (Universal Studios Florida, Universal’s Islands of Adventure and Universal’s Volcano Bay water theme park), seven (soon to be eight) on-site resort hotels, and Universal CityWalk Orlando. Around the world, UP&R includes Universal Studios Japan in Osaka, a license agreement with Universal Studios Singapore at Resorts World Sentosa, and a theme park destination being developed in Beijing called Universal Beijing Resort.

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