



FOR IMMEDIATE RELEASE
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BRICK FEST LIVE! LEGO® FAN EXPERIENCE RETURNS TO THE GREATER RICHMOND CONVENTION CENTER OCTOBER 7-8, 2017

Family-friendly event to feature unique creations, building activities, inspiration stations and more

RICHMOND — The Greater Richmond Convention Center will host Brick Fest Live!, a Lego® Fan Experience, on Saturday, Oct. 7–Sunday, Oct. 8. This is the second year in a row that the two-day event will be held at the GRCC.

The Brick Fest Live LEGO® Fan Experience provides a venue for LEGO® lovers (of all sizes) to roll up their sleeves and dive into over A MILLION LEGO® bricks!

Attractions include the following:

- The Glow Zone: A dark, mysterious world of intricate and elaborate LEGO® creations.
- Brick Fest Derby: Build and race your custom-built LEGO® derby car down a 35-foot long track.
- Collaborative Building Activities: Contribute to Guinness World-Record Sized mystery floor mosaic.
- Inspiration Stations: Add to mind-blowing, life-sized LEGO® builds and make them yours.
- Video Game Arena: Have a favorite LEGO® video game? Come challenge your family or make new friends in the Brick Fest Gaming Arena playing your favorite LEGO® title head-to-head.
- Mini Golf: A miniature golf course built to inspire! Take your game to the next level on the Brick-Links.
- Brick Fest Theater Trivia & Entertainment: Win prizes at LEGO® trivia and learn more about how many ways you can use LEGO®!
- Mosaics: Using a colorful variety of 1×1 LEGO® bricks, create your own mosaic tile and be part of the show.
- Shopping: Find new, vintage, rare, and custom LEGO® sets and merchandise from one of the many merchants in attendance.

Tickets range from \$20-\$39 per person; children under 2 are admitted free. To purchase tickets, visit events.brickfestlive.com.

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The **Greater Richmond Convention Center** is the largest meeting and exhibition facility in the Commonwealth of Virginia offering 178,000 square feet of contiguous prime exhibit space, a 30,550-square-foot grand ballroom and 50,000 square feet of additional meeting room space. It is centrally located in the capital city of Richmond and sits within a day's drive of more than one-half of the U.S population. richmondcenter.com

The Greater Richmond Convention Center was built as a result of regional cooperation between the city of Richmond and the surrounding counties of Henrico, Chesterfield and Hanover by their participation in the incorporation of the **Greater Richmond Convention Center Authority**. GRCCA, a political subdivision of the Commonwealth of Virginia, was created by these local governmental jurisdictions to acquire, finance, expand, renovate, construct, lease, operate and maintain the GRCC. GRCCA is governed by a five-member commission made up of the chief administrative officer of each of the four incorporating political subdivisions and the president of the Retail Merchants Association.

The Greater Richmond Convention Center is managed by **Spectra**. Spectra by Comcast Spectacor is an industry leader in hosting and entertainment, partnering with clients to create memorable experiences for millions of visitors every year. Spectra's unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, Ticketing & Fan Engagement and Corporate Partnerships. Learn more at SpectraExperiences.com

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