



PRESS RELEASE

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Gibraltar Lego flag to become new feature at Cruise Terminal

The huge Gibraltar flag made from Lego pieces situated at the entrance to the John Mackintosh Hall is being dismantled and will be relocated at the Cruise Terminal.

It is expected that this iconic construction will now become a popular attraction for tourists in its new location, as it will be mounted in the foyer where cruise passengers come into the building on arrival to Gibraltar's port. It is also intended to be a popular background spot for tourist selfies to promote the #VisitGibraltar Social Media Strategy.

The plan is to have the pieces reassembled and in place by the end of May. The flag has a height of 384cms, a length of 360cms and a width of 130cms.

Minister for Tourism Samantha Sacramento MP, welcomed the relocation of the flag to the Cruise terminal to maximise its promotional use.

She said: "Hundreds of thousands of visitors to Gibraltar pass through the Cruise Terminal every year and having the Lego flag right at the entrance is attractive and fun.

"The Gibraltar Tourist Board is constantly looking at ways in which to maximise Gibraltar's promotional opportunities, and the Lego flag relocation from its current site will give much more exposure to the Rock's most important symbol."