

# Moon Theme Park

---

L.O. To write a persuasive  
introduction to a leaflet.



# Moon Theme Park

Today we're going to write the introduction for our Moon Theme Park leaflet.

An **opening 'welcome' message** or **introduction** introduces the purpose of the leaflet.

The introduction needs to persuade the reader to open the rest of the leaflet and to read on. It should give the reader a hint about what the theme park provides and what you can do there.

It needs to use lots of persuasive, positive language, even exaggeration, to engage with the reader.

It may use rhetorical questions to make the reader think about what they could be doing at your theme park instead of reading your leaflet!

It uses the second person – you, your, yourself, yours

It doesn't go into too much detail – you want them to read the rest of your leaflet to find that out

Look at these introductions for the following theme parks:





# Introduction (from Drusillas Park) :

The Best Zoo & Family Day Out in South East & Sussex

Enjoy a great family day out at one of the top kids days out in Sussex.

Widely regarded as the best small zoo in the country we've created an animal and child friendly environment where the focus is always on fun finding out.

However, animals are only half the fun; Go Wild!, Get Wet!, Go Safari!, Amazon Adventure, Mungo's Adventure Maze and Hello Kitty Secret Garden are paradise for anyone wanting a theme park experience.

It's no ordinary zoo, it's no ordinary day out!

# Introduction (from Alton Towers) :



Welcome to Alton Towers, which is a never-ending world of fun that's impossible not to love, however old or young you are! Why not come for a fun-filled day out or a short break and discover all the treats and thrills Alton Towers has to offer? We know you will be blown away!

It's all here waiting for you:

- Adrenaline-pumping rides for thrill-seekers;
- Cbeebies Land for our younger guests to enjoy and explore;
- A stunning tropical water park that is warm all year round;
- 2 themed hotels that cater for your every need;
- A range of tempting cafes, snack bars and restaurants to suit everyone.

New for 2019! Come and test your skills in our new Extreme Golf complex or hold your nerve in the Haunted Hollow. Find out more on our website:  
[www.altontowers.com](http://www.altontowers.com)

# Introduction (from Thorpe Park) :



*A Theme Park Like No Other*

**Home to thrilling rides, attractions & live events, THORPE PARK Resort, where you'll find some of the UK's most popular roller coasters and theme park rides, is the ultimate destination for thrill seekers.**

- \* Reach new heights with Stealth the UK's fastest roller coaster launching riders to 205ft at 80mph in just 2.5 seconds.
- \* Take flight on THE SWARM the UK's only winged coaster
- \* Face one of Jigsaw's most twisted traps with SAW - The Ride the world's first horror themed roller coaster featuring a 100ft "beyond-vertical" drop.
- \* Plunge down the super-soaking 85ft drop on Tidal Wave, get drenched on the 64ft spiralling descent on Storm Surge and play splash roulette on the Island's ferocious Rumba Rapids as you experience the UK's wettest water rides.

"Amazing day out, will definitely be coming back to the theme park! That negative G-Force is addictive!  
Covid precautions were top notch with masks on all rides and queue distancing in place. And more sanitiser stations than you could imagine!"

**Chris, Google Reviews**

Here is a writing frame to help you if you need it. You'll need to complete the missing parts but most of you will want to (and be able to) create your own persuasive sentences.

## Introduction:

Welcome to \_\_\_\_\_ . Why not come for \_\_\_\_\_ rides, a chance to \_\_\_\_\_ and enjoy a range of \_\_\_\_\_ ? We know you will be \_\_\_\_\_ !

It's all here waiting for you:

- \* four \_\_\_\_\_ rollercoasters
- \* \_\_\_\_\_ shows and displays of strength
- \* five \_\_\_\_\_ cafes and snack bars
- \* three \_\_\_\_\_ hotels with \_\_\_\_\_ .

New for 2021! \_\_\_\_\_

Find out more on our website: [www.\\_\\_\\_\\_\\_.com](http://www._____.com)

# Moon Theme Park



In your introduction, you should include:

- \* Lots of persuasive, positive language, even exaggeration, to engage with the reader.
- \* A rhetorical question to make the reader think about what they can do there
- \* A list of fun things they'll be able to do

Try to:

- ~ Write in the second person – you, your, yourself, yours
- ~ Include a relative clause
- ~ Don't go into too much detail – the sections in the rest of your leaflet will give more information

**At the end, you could include a quote from a satisfied visitor!**