



EXCLUSIVE GIFT WITH PURCHASE

LEGO BIONICLE

FREE LEGO® BIONICLE® Hero Pack with any purchase!

Offer valid March 1-20, 2015 or while supplies last. Offer valid on item 5002941. See a Brick Specialist for details.

SPECIAL OFFER

LEGO ELVES

FREE Azaris's Magic Fire with any LEGO® Elves purchase!

Offer valid March 1-31, 2015 or while supplies last. Offer valid on item 30259. See a Brick Specialist for details.

LEGOLAND FREE Child Ticket Offer Included!

VIPs ONLY

Just in time for Easter, LEGO® VIP Members earn DOUBLE POINTS!

Earn a \$5 reward for every \$50 you spend, March 14-29.

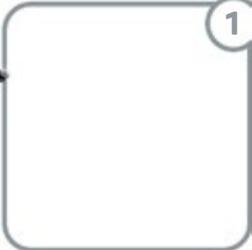
Not a VIP? See a Brick Specialist to sign up today!

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY

LEGO MARVEL SUPER HEROES

Take on the challenge of building The S.H.I.E.L.D. Helicarrier!

Construct and display the NEW LEGO® Marvel Super Heroes model of The S.H.I.E.L.D. Helicarrier! The flying aircraft carrier has 2 runways, 3 Quinjets and 3 fighter jets. Plus, display the 5 minifigures and 12 microfigures on the iconic S.H.I.E.L.D. eagle stand! Available March 1 only at the LEGO® Store and shop.LEGO.com! Item 76042.



Get the NEW LEGO® Catalog!

2

March 3: FREE Monthly Mini Model Build!

See back for details.

3



LEGO® DUPLO® Building Event!

From February 16 - March 15 visit the LEGO® Store to try out some of the most popular LEGO® DUPLO® sets! Your little builder can explore endless building possibilities with sets that are perfect for 1½-5 year olds.

5 6 7



Don't forget to redeem the March offer from your 2015 LEGO® Wall Calendar!

March 1-31, 2015 with coupon only at the LEGO® Store. Offer valid while supplies last.

11



March 14-29: VIPs get Double Points!

13 14 15



Get the NEW LEGO® DUPLO® Catalog!

16

St. Patrick's Day

17

LEGO® BIONICLE® Target Game!

Visit the LEGO® Store March 15 - April 26 to play with the new LEGO BIONICLE buildable action figures and practice your blasting skills! See back for details.

18 19 20

LEGO club

March 21: Join in a NEW LEGO® Club Meeting!

See back for details.

21 22



LEGO ELVES

Play with the NEW LEGO® Elves!

Visit the LEGO® Store March 16-April 19 to explore the magical world of the LEGO Elves! Play with the brand new LEGO sets that make up the magical universe where the Elves live and play. See back for details. Item 41075 shown.

23 24



LEGO club

March 28: Join in a NEW LEGO® Club Meeting!

See back for details.

27 28 29



March 30: Place your order by noon EST to receive it in time for Easter!

See shop.LEGO.com for details.

30



Easter Treats Under \$25!

Hop into our LEGO® Easter Gift Shop to check out fun sets and creative gift ideas! shop.LEGO.com/EASTER

Item 40121 Shown.

Find these great sets at the LEGO® Store!



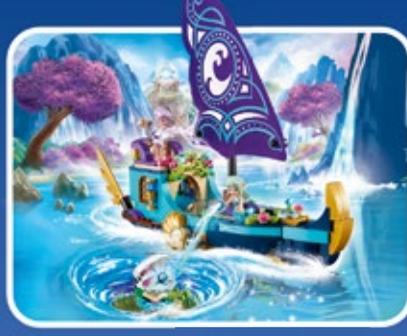
LEGO duplo

10584 Forest: Park



LEGO CITY

60076 Demolition Site



LEGO ELVES

41073 Naida's Epic Adventure Ship



LEGO TECHNIC

42037 Formula Off-Roader

Upcoming LEGO® Store Events!



Monthly Mini Model Build Tuesday, March 3

Learn how to build this LEGO® Robot model and take it home – for free! Event begins at 5pm. Quantities are limited to approximately 250 per store and offer is good while supplies last only. Models are not for sale and cannot be purchased. One free per child. Event is open to children ages 6-14 only.



LEGO® BIONICLE® Target Game!

March 15 - April 26

On the mysterious island of Okoto, six heroes known as the Toa must join together and battle the forces of evil for the powerful Mask of Creation. Visit the LEGO® Store to play with the new LEGO® BIONICLE® buildable action figures and test your Elemental Blaster skills. Hit the target and help the Heroes protect the powerful Mask of Creation from the evil Skull Spiders. See a Brick Specialist for details.*



Play with the NEW LEGO® Elves!

March 16 - April 19

Visit the LEGO® Store to delve deeper into the world of the LEGO Elves! Learn how Emily Jones was magically transported into their world at LEGO.com/elves and then play with the brand new LEGO sets in stores! See a Brick Specialist for details.*



LEGO® Club Meeting

Saturday, March 21 & 28

Join the NEW LEGO® Club Meeting! Meet other club members and share your building skills, learn how to build the March mini model and use your creativity to add even more to it. Plus, you can take your creation home! This exclusive event has limited space and availability varies by store, so sign up early! Registration is \$10 per child. Open to children ages 6-14. Registration begins February 1!

Ask a Brick Specialist for more details about our upcoming events!

*Play opportunities not available at the LEGO® Store at Rockefeller Center®

Iconic buildings and architectural structures throughout the mall made entirely of LEGO® bricks!

**Coming to Fashion Place
Murray, UT • March 7-22**

LEGO NINJAGO™
Masters of Spinjitzu

NEW Episodes
Premiering February 23rd
Mondays 6:30/5:30c

CN
CARTOON NETWORK

TV 7
FV

LEGO KidsFest

Coming to Missouri! March 20 - 22
America's Center, St. Louis

Visit LEGOkidsfest.com for more info!

LEGO club

JOIN LEGO® CLUB FOR FREE!

Join online at LEGO.com/club or call : 1-866-534-6258.
Kids love the FREE magazine and online Club benefits!

NEW! DUPLO VALLEY

Explore the newest area of LEGOLAND® Florida Resort - DUPLO Valley! Built for the smallest guests to take control!

LEGOLAND FLORIDA RESORT

Explore more at Florida.LEGOLAND.com!

For a full list of LEGO® Store locations visit stores.LEGO.com

FREE SHIPPING
EVERY DAY on orders over \$75*
only on shop.LEGO.com
Visit shop.LEGO.com for full details.

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Free LEGO® BIONICLE® Hero Pack with any purchase: Offer valid March 1-20, 2015 in LEGO Stores and shop.LEGO.com. Offer is available only while supplies last. Item 5002941. One free item per customer. Purchase applies to merchandise only; not valid on purchase of gift cards. Offer is not valid toward prior purchases. May not be combined with any other offer, discount or coupon. Offer is not valid at LEGOLAND Parks or LEGOLAND Discovery Centers. Free gift cannot be exchanged or substituted for any other item or cash value. Set is available only through this offer; additional sets cannot be purchased. The LEGO Group reserves the right to cancel or modify any promotion without prior notice.

Free Azari's Magic Fire with any LEGO® Elves purchase: Offer valid March 1-31, 2015 at shop.LEGO.com and LEGO Stores. Qualifying purchase must include a LEGO Elves item from the current assortment. Item 30259. Offer is available while supplies last only. One free item per customer. Qualifying amount applies to merchandise only and does not include applicable tax charges. Offer is not valid toward sale items, prior purchases or gift cards. May not be combined with any other offer, discount or coupon. Offer is not valid at LEGOLAND Parks or LEGOLAND Discovery Centers. Free gift cannot be exchanged or substituted for any other item or cash value. Set is available exclusively through this offer; additional sets cannot be purchased. The LEGO Group reserves the right to cancel or modify any promotion without prior notice.

Earn VIP Double Points on all purchases March 14-29: Offer valid March 14-29, 2015 in LEGO® Stores and at shop.LEGO.com. Points are attributed to the account once payment is received. Offer cannot be used in conjunction with any other VIP offer. Points will not be earned on the purchase of gift cards and pre-orders. Customers that have signed up for the VIP Program by phone or at a LEGO Store will need to have registered online at VIP.LEGO.com first in order to redeem their rewards. Offer not valid at LEGOLAND Discovery Centers or LEGOLAND Parks. The LEGO Company reserves the right to amend or cancel this promotion at any time without prior notice.

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