



The London Dungeon, 28/34 Tooley Street, London. SE1 2SZ
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MAY 1997

TO WHOM IT MAY CONCERN:

RE: DONOVAN KING

Donovan King was employed by the London Dungeon between 5th August, 1995 and 5th May, 1997, initially as a Warder (actor) but for the last six months as the 'Entertainments' Co-ordinator'.

The London Dungeon is a major British visitor attraction receiving over 600,000 visitors annually. It is part of Vardon plc, a UK-based leisure company, which runs a chain of attractions throughout Europe.

Donovan was instrumental in driving forward the dungeon as a visitor experience that offers top-quality acting, therefore giving the visitor a unique mixture of interactive entertainment and historical horror. His background in theatre and drama enabled him to not only to provide an excellent role model but also to understand the potential for acting within this kind of attraction. The position of Entertainments' Co-ordinator was created as a result of Donovan's own blueprint for the dungeon and while he was the natural choice for its first incumbent it is now a permanent management position. Duties of this position include recruitment and training of all Warders, administration of the entire department, arranging actors for publicity, and overseeing 30 or so staff.

He possesses an excellent work ethic with good time-keeping, a recognition of the need for administrative efficiency and an appreciation of the value of team-work. He is also a brilliant performer, teacher, director, script writer, and trouble shooter. His strong leadership skills and creative abilities have made him a major asset to the Dungeons.

More importantly, Donovan has the vision to understand how a product or brand can be developed, an ability to see how careful planning linked to market research can transform a once predictable horror museum into an exciting attraction. And, having profoundly raised the performance level of acting at the London Dungeon, he has similarly developed and pushed forward the role of drama in our sister attraction, the York Dungeon.

As such we would have no hesitation whatsoever in recommending Donovan King to any potential employer. We would also be happy to re-employ Donovan should his travels lead him back to the UK.

If you have any further questions regarding Donovan King please do not hesitate to contact either myself or the General Manager of the London Dungeon, Mrs Linda Boyd.

Yours sincerely,

Faisal Khalif
Brand Marketing Manager - The London & York Dungeons

