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Game of Thrones® spills out into the real world again

Tourism Ireland's latest campaign brings Game of Thrones® to life with White Walkers causing chaos at the fountains in Custom House Square – freezing them solid!

It's been snowing today in Belfast's Custom House Square and the fountains have been frozen solid! Apparently, the notorious White Walkers from *Game of Thrones* were on the prowl around the city – causing chaos and bringing real meaning to the TV show's tagline 'Winter is Coming'!

It's all part of Tourism Ireland's latest campaign, created in partnership with HBO®, to showcase Northern Ireland, with *Game of Thrones* spilling out into the real world, where the hit TV series is filmed! The latest stunt comes after three-eyed ravens flocked to Belfast City Hall, a giant's footprints were spotted on Portstewart Strand and Targaryen-farmed dragon eggs went 'on sale' in St George's Market, in Belfast.

Tourism Ireland has been releasing a mixture of short videos and images from the various stunts on Facebook and Twitter – which are then being shared by *Game of Thrones* fans worldwide to celebrate the show and its filming locations in Northern Ireland. Tourism Ireland is the third largest tourism board in the world on Facebook (after Australia and the US), with almost 3 million fans; and the second largest on Twitter (after VisitBritain), with more than 270,000 followers. The organisation will stage another stunt very soon – so watch this space!

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