

Press Contact: Silver Dollar City Publicity
417-338-8210/8207

Electronic release and images available:
chedrick@silverdollarcity.com

Silver Dollar City Production, *Headin' West*, Wins First-Ever International Entertainment Award

Park Shows & PR Receive Top Honors at Industry Expo in Las Vegas

(Branson, Mo. 11/09) **For the first time ever, a Silver Dollar City production show took top honors in its category at an award ceremony during the International Association of Amusement Parks and Attractions (IAAPA) Expo last week in Las Vegas.** In what has proven to be a big awards year for Silver Dollar City, the park took home the first place prize in “Best Overall Production” for its original fall production show, *Headin' West*. The park also won an honorable mention for the summer rhythm and dance production show featuring the Swedish Supergroup, *Jeerk*. Throughout the year, Silver Dollar City presents original production shows within each of the six world-class festivals.

“With almost 30,000 attendees and more than 1,000 exhibitors from 90 countries, this is the industry’s largest conference and trade show,” explained Silver Dollar City Entertainment Director Brad Schroeder. “This is our first time taking home a ‘Big E’ award and with two of our shows placing in their categories, we are very pleased. This tells us that not only do our guests enjoy our shows, but those within the industry do too.”

The theme park also won a “Brass Ring” award for best overall public relations program for its World-Fest campaign. “World-Fest is one of our most colorful events with so many layers to promote. The festival is a publicist’s dream – it’s great to be recognized for the campaign,” said Lisa Rau, Director of Publicity and Public Relations for the theme park.

In August, the park was awarded “Friendliest Theme Park” in the world by industry-leading *Amusement Today* publication.

Silver Dollar City’s *An Old Time Christmas* now through December 30, www.silverdollarcity.com.