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## **Silver Dollar City Celebrates 50 Years with New Ride, Year-Long Party 'Take Time to Celebrate'**

### ***Ride Opening in Spring 2010 To Be America's Biggest Water Battle: Tom & Huck's RiverBlast***

(Branson, Mo. 2/10) **Silver Dollar City launches its 50<sup>th</sup> year in 2010, celebrating with a year-long party, a new \$7 million ride, special birthday events, top names in entertainment, new shows for each of its six world-class festivals, and \$50,000 in prize give-aways.** Themed *Take Time to Celebrate*, 2010 marks the park's biggest event year ever.

More than 65 million guests have visited Silver Dollar City in the past 5 decades, so the focus is also on appreciating golden memories of the past, such as a new park opening show reminiscent of early years, an on-line memorabilia search and showcase, change to be given in coin dollars, craftsmen reunions and the presentation of the top country hits of 50 years for the evening show.

When the Herschend family opened Silver Dollar City May 1, 1960, atop the famed Marvel Cave, the park featured a town square, a demonstrating blacksmith, a general store and ice cream parlor, and a crew of 17 "citizens" who ran the shops *and* performed street shows. Guests numbered about 125,000 that first year. The park now entertains 2 million guests annually, covering more than 100 acres and featuring 100 craftsmen, 30 rides and attractions, six world-class festivals, and dozens of theaters and restaurants, claiming the title *The Home of American Craftsmanship*.

#### **New Ride, Festivals & Event Highlights from March through December 2010**

**Debuting in early Spring is the new \$7 million ride *Tom & Huck's RiverBlast* -- America's Biggest Water Battle, a super-soaking water raft ride themed around the adventures of fun-loving, mischief-makers Tom Sawyer and Huck Finn.** Raft riders, armed with water soakers, navigate the Mighty White River, battling raft-to-raft and raft-to-shore, dodging even more streams of water from sharp shooters ashore. A friendly warning -- you will get wet!

**The 50<sup>th</sup> Celebration goes global with *World-Fest* opening in April, presenting the all-new production *Fiery Fiddles*, featuring the world's only soaring strings aerialist, plus the return of**

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**the Zhejiang Balancing Monks of China**, and new dance troupes from Mexico and Trinidad.

The 1<sup>st</sup> of May weekend is the **Birthday Celebration Weekend**, filled with events including a parkwide birthday party, special concerts with the *Ozark Mountain Daredevils*, fireworks, the official debut of the new *Great American Country Nights* evening show and a special *Night of Praise* concluding the events. A national recipe contest, conducted through *Taste of Home* magazine, will discover and name the **Official Silver Dollar City Birthday Cake!**

The celebration heats up in summer during America's largest kids' festival, ***KidsFest***, June through August, where the new ride adventure Tom & Huck's RiverBlast takes top billing. Also featured are a major new stunt dog show and **Silver Dollar City's Famous Friends** -- appearances by kid-favorite costumed characters including **SpongeBob & Patrick, Shaggy & Scooby Doo, The Jetsons, The Flintstones and the Backyardigans**.

For the ***National Harvest Festival***, in recognition as the *Home of American Craftsmanship*, Silver Dollar City will host the ***Craft in America Exhibit***, created exclusively for SDC. The exhibit is from the creators of the highly-awarded PBS documentary series featuring unique American artists, such as the 50 who will choose their finest works for the exhibit. Additionally, renowned artisans previously featured at SDC will return in a special craftsmen's homecoming showcase.

Also in fall, the season-long ***Take Time To Celebrate Sweepstakes*** will culminate in the giveaway of \$50,000 in prizes, which will include a boat, an European tour, a backyard makeover and a \$5,000 Silver Dollar City shopping spree. The birthday year concludes with the spectacular festival ***An Old Time Christmas***.

Guests can share memories, snapshots, video and memorabilia of their experiences at Silver Dollar City over the past 50 years in an online scrapbook: **"Our Times Together Scrapbook,"** accessed through [www.silverdollarcity.com](http://www.silverdollarcity.com).

"The Herschend family built Silver Dollar City's business and reputation based upon providing guests fun, memorable experiences as well as taking care of our employees. That's as true today as it was 50 years ago," said Brad Thomas, Silver Dollar City General Manager.

**Silver Dollar City is open March 18 – December 30, 2010.** For information, call 800-831-4FUN or visit [www.silverdollarcity.com](http://www.silverdollarcity.com).

The internationally-awarded Branson, Missouri theme park is the original property of what is now the largest family-owned theme park corporation in America, Herschend Family Entertainment, with 21 properties in 9 states. #####