

Press Contact: Silver Dollar City Publicity
417-338-8207/338-8210
Electronic release and images available:
mbohner@silverdollarcity.com

**Coming in 2006: Silver Dollar City's
Biggest Expansion Ever for Kids**

~ The Grand Exposition ~
10 New Family Rides in an All-New Area

(Branson, Mo. 2/06) In a project billed as **Silver Dollar City's "Biggest Expansion Ever for Kids"** the number of rides on the theme park is nearly doubling and rider capacity is increasing by more than 50 percent. New for 2006, Silver Dollar City presents *The Grand Exposition* - an all-new development with **10 family rides** showcased in an expanded, two-acre area of the theme park.

The \$8 million Grand Exposition brings the total number of rides at Silver Dollar City to 21 and increases ride capacity at the park to nearly 13,000 per hour – up 5,000 riders per hour. It is an addition that families say they want, according to Silver Dollar City General Manager Brad Thomas.

“As a critical part of our business practice, we conduct surveys and focus groups asking people for a variety of input,” Thomas said. “In conducting extensive research with moms, they told us they want more rides they can ride together as a family. So instead of adding one new major ride, we decided to add 10 new family rides that bring the park’s ride capacity up more than 50 percent.”

The theming of the new area is inspired by the world’s fairs and expositions of more than 100 years ago with decor and details closely adhering to authenticity in colors, artwork and atmosphere of the era. From the high-flying swing ride to a family-sized coaster, there are seven rides that parents can ride with their kids, and three rides that smaller kids ride alone.

All 10 rides are being designed and manufactured specifically for Silver Dollar City in Italy by the 100-year-old Zamperla company, known worldwide for their craftsmanship and for designing rides for the Disney parks. The rides are styled to match the Grand Exposition theme, recreating the excitement of the magnificent expositions that showcased the technological wonders of the late 19th Century and combined imagination, technology and entertainment.

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“As the traveling expositions drew people from hundreds of miles around to marvel at the latest mechanical innovations and American ingenuity, Silver Dollar City’s Grand Exposition is in keeping with our hallmark of bringing the past to life,” said Thomas. “We’ve chosen the theme of a very grand and exciting era that evokes the elements of the expositions of the late 1800s.”

Grand Exposition rides include the five-story **Magnificent Wave Carousel** for high-flying adventure; the ship-themed **Mighty Galleon** which sends riders nearly 60 feet in the air; the multi-dimensional **Electro Spin** which travels 55 feet in the air before spinning up another 55 feet the opposite direction; the twirling tea cups of the **Royal Tea Party** and the soaring **Elephant March**, both with controls for interactive fun; the fast-paced **Racing Regatta** and the **Grand Exposition Coaster**.

The Grand Exposition, which opens in Spring, 2006, is the largest addition of rides added at one time in the park’s history. Major rides at the park include last year’s **explosive launch roller coaster PowderKeg**, profiled as one of the top-ten rides for 2005 by the Wall Street Journal and named the Best Family Thrill Coaster on the Planet by Thrillride.com; and the **multi-looping, multiple inversion roller coaster WildFire**.

Silver Dollar City, an 1880s-style theme park near Branson, Missouri, features six world-class festivals, 100 resident craftsmen who demonstrate America's heritage crafts, rides from high-speed coasters to an authentic steam train, music and entertainment, all in a park-like setting. The park has been internationally awarded numerous times for excellence in theme, presentation and operations, including the worldwide *Applause Award* for excellence and the *THEA Award (Themed Entertainment Association)*.

Silver Dollar City opens for select days in March, then opens for the regular season with *World-Fest* presenting performers from around the world, beginning April 6. Five additional world-class festivals follow throughout the season. **For festival and ticket information, call 1-800-831-4FUN. For season passes, call 1-800-888-PASS. Information is also available at www.silverdollarcity.com.**

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