

## **SILVER DOLLAR CITY WINS THEA CLASSIC AWARD**

(November 19, 2001) *Silver Dollar City* of Branson, Missouri is the 2001 winner of the prestigious *Thea Classic Award*, recognizing worldwide excellence and outstanding achievement in themed entertainment from the *Themed Entertainment Association*. The awards followed a review of 150 projects throughout the world, and were recently announced in ceremonies in Glendale, California.

“This is the equivalent of the Oscars for our industry,” said Keith James, President of the Themed Entertainment Association (TEA) when referring to the Thea Awards, which were established in 1994. TEA is an international alliance of the entertainment industry, representing over 550 member companies across the globe.

In presenting the Thea Classic Award, the Thea Committee cited Silver Dollar City’s uniqueness within the industry:

*“For 41 years, Silver Dollar City has been a world leader in establishing, exemplifying and perpetuating the core values of all themed entertainment: traditional family values, sincere friendliness, making visitors feel they are unique and special, and providing safe, exciting fun in a highly themed setting. Silver Dollar City is also dedicated to preserving the crafts of the past for tomorrow’s generation.”*

Additional 2001 Thea winners include the *2000 Olympics Opening Ceremony*, Sydney, Australia; the *Millennium Village at Epcot Center*, Walt Disney World, Florida; *Discovery Cove*, Sea World, Orlando, Fla.; and *HollandRama Theater* in Arnhem, Holland.

Silver Dollar City also received other international awards at the convention of the *International Association of Amusement Parks and Attractions* (IAAPA) last week in Orlando. The park received first place for the presentation of the *Wildfire* merchandise shop, next to the park’s new multi-looping roller coaster. The shop and the coaster are themed around the storyline of turn-of-the-century inventor and Wildfire creator, Dr. Horatio Harris, whose character was awarded an Honorary Mention for Best Costumed Character.

Silver Dollar City is currently presenting its Old Time Christmas festival, running through December 30. For information, call 1-800-952-6626 or visit the web site [www.silverdollarcity.com](http://www.silverdollarcity.com).

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