



*Press Contact: Lisa B. Rau  
(417) 338-8211, 294-7586  
[Lrau@silverdollarcity.com](mailto:Lrau@silverdollarcity.com)*

## **Herschend Family Entertainment Closes Celebration City, Explores New Development Concepts in Branson**

**(Branson, MO 10/24/08)** Due to a shift in business strategy, Herschend Family Entertainment (HFE) announced today the closure of Celebration City in Branson, Missouri. The company is already exploring various new development concepts for the site including an aquarium, other family attractions, re-theming the current park and also, destination retail and dining. The park will close at end of day on Saturday, October 25, the last scheduled operating day of the season.

HFE properties in the region employ more than 2,000 year-round and seasonal positions. Approximately 18 full-time positions are directly impacted by the closure, and the company is able to find new roles for most of those individuals. Seasonal employees will have the opportunity to interview for 2009 seasonal positions at Silver Dollar City, White Water and the Showboat Branson Belle.

“As with businesses across the country, we have had to carefully examine our future strategic plans. We need to make smart, forward-thinking decisions in a tough economic climate. HFE has operated attractions in Branson for nearly fifty years and our businesses there have continued to expand with the market growth. We are confident Branson will continue to grow as one of America’s premier vacation destinations for the long-term. As we plan the re-development of the Celebration City property, we will focus on projects with strong appeal to new and returning visitors to the market,” said Joel Manby, president and chief executive officer for Herschend Family Entertainment.

-- ## --

**Creating memories worth repeating**

**Silver Dollar City Attractions ~ Stone Mountain Park ~ Dollywood Properties ~ Dixie Stampede ~  
Ride The Ducks ~ Newport Aquarium ~ Adventure Aquarium ~ Wild Adventures**