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## ***Good Morning America Selects Silver Dollar City's Christmas One of the Country's Top Five Holiday Events***

### ***GMA is First Major National Morning Show to Broadcast Live from Branson in More Than a Decade***

(Branson, Missouri 11/27/07) Selected by ABC's *Good Morning America* (GMA) as one of the top 5 holiday events in the country, Silver Dollar City hosts a live national broadcast on Saturday, December 1, from Main Street of the acclaimed theme park, located in Branson, Missouri. The event is open to the public. Guests should be on-site by 5:30 a.m. that morning, with the first 500 people who arrive with a donation of a new, unwrapped toy receiving a free ticket to come see Silver Dollar City's *An Old Time Christmas* anytime in December.

The broadcast -- entitled "Good Morning America Lights Up the Holidays"-- is the first network or major televised morning show to emanate from Branson in more than a decade. "We've been very fortunate over the years to have hosted many recognized journalists, writers, dignitaries and producers, yet it's been since the mid-90s that a major network morning show has broadcast live from the area," said Lisa Rau, publicist for Silver Dollar City. "To have been selected as a profiled destination again reinforces Silver Dollar City's role -- as well as Branson's -- in this nation's entertainment industry."

Spotlighting Silver Dollar City's *An Old Time Christmas* festival, the GMA broadcast will feature GMA weekend weather anchor Marysol Castro broadcasting segments from the park, live between 6 and 7 a.m. Central Time. Featured elements will include Silver Dollar City's new \$1 million light-and-sound extravaganza showcasing the 5-Story Special Effects Christmas Tree and Silver Dollar City performers. Plus as special guest, legendary entertainer and Branson performer Andy Williams, known worldwide as "Mr. Christmas," will perform live during the program.

Guests who want to attend the live broadcast should arrive at the park between 5:00 and 5:30 a.m. The first 500 people bringing a donation of a new, unwrapped toy will receive a free ticket (one per person) to return to the park's Christmas festival anytime during December, with the toys going to Love, INC for area families.

*More...*

*Good Morning America*, the morning show of the ABC network, is one of the nation's top-rated morning television shows. The show broadcast from Silver Dollar City will air live 6 to 7 a.m. in some locations and between 7 and 8 a.m. in others, including on KSPR-33 in Springfield.

Silver Dollar City, profiled as one of the top Christmas celebrations in the country by *USA Today* and *People Magazine*, and spotlighted in the *Wall Street Journal*, continues to shine as a holiday destination. And Branson's 52 theaters and more than 100 shows feature holiday sets, songs and costumes in their live shows, rounding out the area's entertainment options.

*Love In The Name of Christ (Love INC)* is a national nonprofit organization that partners with area churches, ministries, agencies, individuals and business leaders to provide a bridge between those in need and those who can help. Holiday assistance is one of *Love INC's* programs.

For additional information on Silver Dollar City, call 800-831-4FUN or visit [www.silverdollarcity.com](http://www.silverdollarcity.com).

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### **Good Morning America Live Broadcast at Silver Dollar City**

- **What?** ABC's national *Good Morning America* Live Television Broadcast
- **When?** 6:00 – 7:00 a.m., Saturday, December 1; Arrive by 5:30 a.m.
- **Where?** Silver Dollar City, 399 Indian Point Rd., Branson, Missouri
- **How?** Bring a donation of a new, unwrapped toy; the first 500 people will receive a free ticket (one per person) to Silver Dollar City's *Old Time Christmas Festival*, good anytime through Dec. 30, 2007.
- **Why?** Toys will benefit Love INC, going to area families in need