

## **+PRESS RELEASE**

### **FOR IMMEDIATE RELEASE:**

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### **ELITCH GARDENS PARTNERS WITH HISTORIC ELITCH THEATRE FOUNDATION**

2010 Lineup of New Shows Debuts with Fundraiser Benefitting where it all Started

**DENVER, Colorado (May 11, 2010) – Elitch Gardens, a PARC Management theme park,** is holding a fundraiser for the Historic Elitch Theatre Foundation on May 22<sup>nd</sup>, which marks the debut of the new 2010 show lineup. Tickets for this great event will be sold at the discounted price of \$25.00 which is \$15.99 off the regular admission price and can be purchased online at [elitchgardens.com](http://elitchgardens.com) using the PROMO code THEATRE, or or getting a coupon at:

[http://www.elitchgardens.com/Uploaded\\_Files/14/downloads/pdf/eg\\_hetff\\_coupon.jpg](http://www.elitchgardens.com/Uploaded_Files/14/downloads/pdf/eg_hetff_coupon.jpg).

\$5 of each ticket will be donated by PARC Foundation and Elitch Gardens to benefit the Historic Elitch Theatre Foundation. The entire lineup of new shows will take place at the regularly scheduled times and locations throughout the day (see schedule below), but the culmination of the event will be a special performance of RockNation in the Trocadero Theater at 7:00 p.m.

“As we celebrate 120 years, it’s important to recognize where it all began,” said Elitch Gardens General Manager Steve Honeycutt. “We are proud to support the Historic Elitch Theatre Foundation in their noble goal of bringing the Elitch Theatre back to its former glory.”

The vision of the Historic Elitch Theatre Foundation is for the Historic Elitch Theatre to return to its heritage as a nationally renowned venue for the production, study and celebration of performing arts while serving as a cultural center to the local community. PARC Foundation, the charitable nonprofit arm of Elitch Gardens, will be facilitating the donation process and will present a check for the raised funds to The Historic Elitch Theatre Foundation after the event concludes at a future date.

“The Board of Directors of the Elitch Theatre Foundation is thrilled to collaborate with the Elitch Gardens and celebrate the 120th year of bringing entertainment, happiness

and joy to families in Denver and throughout Colorado!” said Jose Mercado, member of the Board of Directors.

The 2010 show lineup opening May 22nd at Elitch Gardens includes: *RockNation* in the Trocadero Theater, *Bob the Builder LIVE: Let’s Recycle* in Startoon Studios as well as *120 Rockin’ Years at Elitch’s* and *Dancin’ to Derulo* at the Big Wheel Stage. *LaserRocks!*, a nightly visual spectacular, will also be joining the lineup on May 29<sup>th</sup> and will be the perfect way to end a day at Elitch Gardens.

1:00pm	Bob the Builder, Dancin’ to Derulo
2:00pm	RockNation
3:00pm	120 Rockin’ Years at Elitch’s
4:00pm	Bob the Builder, Dancin’ to Derulo
5:00pm	RockNation
6:00pm	Bob the Builder, Dancin’ to Derulo
7:00pm	Special Performance of RockNation

**ABOUT ELITCH GARDENS** – Located in downtown Denver, Elitch Gardens is a 120-year-old tradition of affordable family fun and entertainment offering two parks in one, a family theme park and the Island Kingdom Water Park. With over 65 attractions and award-winning shows, Elitch Gardens is the top destination in a five-state region for family fun and entertainment. Elitch Gardens is owned and operated by PARC Management, LLC.

**ABOUT PARC MANAGEMENT** – PARC is a leading provider of family entertainment with 25 theme parks, water parks, and entertainment venues across the United States and Canada including Darien Lake Resort, Elitch Gardens, Frontier City, Magic Springs & Crystal Falls, Myrtle Waves, Splashtown, Waterworld California, White Water Bay, nine family entertainment centers, and five NASCAR SpeedParks. Its mission is to create treasured memories for families in a safe, clean and fun environment. [www.PARCManagement.com](http://www.PARCManagement.com)

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