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Local Charities Offered FUNdraising Opportunity "COASTERS FOR CARING"

DARIEN CENTER, N.Y. –Darien Lake Theme Park Resort is excited to announce a new program for non-profits called "Coasters for Caring". The PARC Foundation and Darien Lake are looking forward to working with non-profits to make this initiative both a fun event and an opportunity to raise needed funds.

Non-profits will have the opportunity to sell Darien Lake admission tickets to the public at a discounted rate of \$19.99. The 2009 General Admission was \$35.99; that's a 45% discount! Each charity will then keep \$5 for each ticket sold. Tickets are valid for May 8, 9, 14, 15 and 16.

"We want to give back to those who visit our park, so when this opportunity presented itself, we knew that it would be a great fit," said General Manager Christopher Thorpe. "One of our major goals this operating season is to get more involved with the community."

Prizes are awarded for the group who sells the most tickets, and any team who sells more than 50 tickets will receive two free tickets! Interested organizations must sign up no later than April 15, but are encouraged to start selling tickets today.

Guests who attend "Coasters for Caring" receive a \$2 food coupon and a full day of unlimited rides, shows and attractions! They will also have the option to upgrade their ticket to a season pass for an additional \$25.99. Plus, those attending the event in May will be among the first to experience Darien Lake's new 2010 season, all the while supporting their favorite local charity.

Non-profit organizations can start registering today for the 2010 campaign by calling 585-599-5111 or by emailing Groups@GoDarienLake.com.

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ABOUT DARIEN LAKE THEME PARK RESORT – DARIEN LAKE THEME PARK RESORT is owned and operated by PARC Management, is New York State’s largest theme park resort. www.GoDarienLake.com.

ABOUT PARC FOUNDATION – PARC FOUNDATION is a not-for-profit entity created to give employees, patrons, vendors, and partners of PARC Management, LLC an inspiring way to give back to their communities. Its mission is to honor God by improving the lives of children and families in the communities served by PARC Management.