

+PRESS RELEASE

FOR IMMEDIATE RELEASE:

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DENVER PUBLIC LIBRARY SUMMER OF READING KICKOFF AT ELITCH'S

DENVER, Colorado (May 25, 2010) – Elitch Gardens, a PARC Management theme park, is hosting the Denver Public Library (DPL) Summer of Reading Kickoff, June 1st, which will include a book drive for discounted admission as well as library staff on-hand to register any children who would like to participate. DPL's Summer of Reading is a program encouraging children to read with activities and prizes which runs May 27th through July 31st. Children and teens who participate are able to win multiple prizes for completing each level, including a free daily admission ticket donated by Elitch Gardens and the PARC Foundation.

"We are so proud to be a part of the Denver Public Library's Summer of Reading Program," said Elitch Gardens General Manager, Steve Honeycutt. "Literacy is the foundation of any community and we've been supporting this program for the last 20 of our 120 years in Denver!"

Elitch Gardens and PARC Foundation proudly donate over 30,000 daily admission tickets a value of over \$1.2 million, to area summer reading programs, 20,000 of which go to the Denver Public Library. Anyone who donates a book on June 1st will also receive discounted admission of \$20.49, halfoff the general admission price.

"We are grateful to Elitch Gardens for their support of the Library's Summer of Reading program," said City Librarian Shirley Amore. "Our goal is for children to learn to love reading and to develop life-long reading skills. Elitch Gardens' generosity helps that goal become a reality."

The Reading Rocket Bookmobile, the DPL mascot DJ Kitty Cat and a team of Library staff will also be on hand to kickoff the Summer of Reading at 10 a.m. on June 1st.

Denver Public Library staff will also be at Elitch Gardens June 2-4th to sign up children and teens who would like to participate.

ABOUT DENVER PUBLIC LIBRARY – Denver Public Library reaches approximately 30,000 kids and teens through its Summer of Reading program every year. Studies show that children who read well do better in all areas of their schoolwork. Although the Denver Public Library receives funding for basic library services and building operations through an appropriation of city funds, those funds do not provide entirely for special youth outreach programs such as Summer of Reading.

ABOUT ELITCH GARDENS –Elitch Gardens is a theme and amusement park located in Denver, Colorado and will be celebrating its 120th season in 2010. Elitch Gardens is owned and operated by PARC Management, LLC.

ABOUT PARC FOUNDATION

The ‘Heart’ of PARC Management, PARC Foundation’s mission is to strengthen the mind, body, and spirit of children and communities served by our parks. All given in God’s love, PARC Foundation accomplishes this by connecting the friends and families of PARC with each other and with those we serve, recognizing the heroes who inspire us all to use our unique gifts to help each other, and developing the platform for long-lasting, sustainable change. At PARC Foundation, we know that smiles inspire.

www.PARC-Foundation.org

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

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