

FOR IMMEDIATE RELEASE

Media Contact:

Debbie Evans
devans@parcmanagement.com
410-877-9056

**PARC MANAGEMENT ANNOUNCES HOLIDAY FUNDRAISING PROGRAM
FOR NON-PROFIT GROUPS**

**NASCAR SPEEDPARK, MYRTLE WAVES WATERPARK
& PAVILION NOSTALGIA PARK TO PARTICIPATE**

MYRTLE BEACH, SC (November 10, 2008) – PARC Management, the new owners of NASCAR SpeedPark and Myrtle Waves Waterpark, today launched a holiday fundraising program available to all youth and community non-profit groups in the region. The program, tagged with the theme line “Gifts that Give, Chill and Thrill,” offers eligible non-profit groups the opportunity to sell a unique Three Park 2009 Season Pass valid for unlimited visits to Myrtle Beach’s three most popular amusement park destinations: NASCAR SpeedPark, Myrtle Waves Waterpark and Pavilion Nostalgia Park.

For every Three Park 2009 Season Pass sold, participating non-profit groups keep \$10. “The opportunity to realize \$10 per sale is highly unusual for fundraising programs, particularly those available to youth groups,” said Tim Ruedy, Regional Vice President for PARC Management. “The Three Park pass is an amazing value versus purchasing individual admission to each park which makes it an attractive holiday season gift, and an impactful way to raise funds.”

Passes are available for sale November 7 through December 31, 2008. Order forms are provided to eligible groups who simply need to fill in their organization name and contact information and start raising funds. Interested groups should email Brenda Sherlin at bsherlin@nascarspeedpark.com or call 843-913-9219.

NASCAR SpeedPark is open daily except on Thanksgiving and Christmas; Myrtle Waves Waterpark will be open from Month, date through Month, date in 2009; NASCAR Pavilion Nostalgia Park is open X to X. The special Three Park 2009 Season Pass is valid every operating day at all three parks and includes unlimited rides. If purchased individually during this same time period, a 2009 Season Pass to Myrtle Waves would cost \$49.99 and a 2009 Season Pass to NASCAR SpeedPark would cost \$120.00.

“PARC truly wants to embrace the Myrtle Beach community and become an active, contributing neighbor,” added Ruedy. “This holiday fundraising program is just one part of an overall community relations plan we’ll be rolling out in 2009. We want residents and visitors to know we are thrilled to be in Myrtle Beach and proud to operate NASCAR SpeedPark and Myrtle Waves Waterpark.”

###

About PARC:

PARC Management, LLC, a leader in entertainment management, owns and operates theme parks, water parks, and entertainment properties throughout the US. PARC’s current family of properties includes 5 theme parks, 4 water parks and 5 entertainment centers, making PARC the fourth largest operator of regional parks.