



FOR IMMEDIATE RELEASE

Storyland Turns The Page On Another Summer Attendance Jumps 14% as Local Attraction Prepares for 45th Anniversary

RENFREW, ON - 27 August 2010 - After another novel summer at Storyland, Labour Day marks the end of the family theme park's regular summer season. Storyland will be open daily until Monday September 6th.

Work has been going on throughout the summer to prepare the park's attractions for the 45th anniversary next year. "Storyland has had its best summer in years and the feedback from our guests has been fantastic," stated Food Services Director Bonnie Campbell, who celebrated her 20th anniversary with the park this year. "People keep commenting on all the changes and work going on."

"Families have less free time then they used to so we've put in every effort to ensure Storyland remains the best possible value for your family's summer getaway," commented park owner Todd Mattila-Hartman. "I think the increase in attendance shows, now more than ever, people are looking for family friendly options."

Storyland will continue the tradition of offering families great value into the park's 45th anniversary season. Between Saturday, August 28th and Monday, September 6th, guests purchasing a 2010 Summer Pass for the remainder of this season will get all of 2011 for no additional charge.

As the park's regular summer season wraps up on Monday September 6th, Storyland will be preparing for two new special events next month. The first annual Fall Festival runs the weekend of September 18th and 19th, and a special charity event for the Arnprior Humane Society runs on September 25th.

Storyland would like to thank all its visitors for joining us in another fun-filled summer.

About Storyland:

For more than four decades Storyland has been the original children's theme park in the Ottawa Valley, and one of the oldest in Canada. Located outside of Renfrew, Ontario, west of Canada's Capital city, Ottawa, a visit to Storyland has become a family tradition and is a fantastic location for families to spend a fun and relaxing day together outside.

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