



NEWS RELEASE

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Idlewild & SoakZone's 131st Season of Summer Fun Begins May 22

New Bigfoot's Mudslide is award-winning park's fifth new attraction in five years

LIGONIER, PA – May 6, 2008 – Idlewild & SoakZone (<http://www.idlewild.com>) announced today that several Bigfoot sightings have been occurring at the park over the past few weeks! There is no reason to get nervous, though, as the sightings are related to the award-winning Park's fifth new attraction in five years. BigFoot's MudSlide, is set to debut May 22 as the park kicks off its 131st season of summer fun and will complement recent additions such as *Flying Aces*, *Captain Kidd's - Adventure Galley* and *Paul Bunyan's Loggin' Toboggan*.

Bigfoot's Mudslide is a new family fun slide based on one of the most popular legends of modern time. Manufactured by Frederiksen Industries, Inc., the new slide will stand within Jumpin' Jungle, one of seven theme areas of the park, and will feature three 90-foot fiberglass chutes and a series of gentle dips and humps. Riders will slide on mats from an elevation of 20-feet above the Jumpin' Jungle floor. The slide can be enjoyed by both adults and children over 32 inches tall and allows parents of younger children, under 42 inches tall, to slide with their child.

"We feel it's important that parents and their children can experience our rides and attractions together as a family and the new Bigfoot's Mudslide encourages that," said Jeff Croushore, Public Relations Manager. "Our research found that Westmoreland County has the highest number of alleged Bigfoot sightings in Pennsylvania, we thought we'd play into the legend while, at the same time, offer great family fun!" As for the mudslide reference, Croushore explains, "There is no real mud involved. The positioning of the slide and some creative licensing will make it appear that riders are sliding down the slope of an actual hill."

Later in the month, Idlewild will announce its plans to commemorate the 250th anniversaries of Ligonier and Pittsburgh, which will include a special Family Reunion contest that should excite the Park's many generations of guests. "We'll also celebrate the region's history, with some fun, creative in-park displays that will relate Idlewild attractions to historical facts of western Pennsylvania," adds Croushore.

Idlewild's popular season passes offer unlimited visits and pay for themselves after two visits. Passholders receive exclusive in-park discounts, including the popular *Bring-a-buddy-free* Mondays, as well as big discounts on Kennywood NightRider admission. Season passes are only \$59.95 until May 15 (\$64.95 regular price) and FunDay Passes (\$26.95 for guests ages three to 54; free for children two and under; and \$17.95 for guests aged 55 or more) can be purchased online at <http://www.idlewild.com> or at the park any operating day. Also available online are hotel packages at nearby lodging facilities.

About Idlewild & SoakZone

Founded in 1878 as a simple picnic ground along the Ligonier Valley Rail Road, [Idlewild & SoakZone](http://www.idlewild.com) (<http://www.idlewild.com>) is the oldest amusement park in Pennsylvania, third-oldest in America and is rated the second best kid's park in the world by *Amusement Today* (<http://www.amusementtoday.com>) magazine. Family owned and operated by [Kennywood Entertainment](http://www.kennywood.com) (<http://www.kennywood.com>), the largest provider of summer fun in western Pennsylvania, Idlewild features seven fun theme areas such as SoakZone Waterpark, Story Book Forest and Mister Rogers' Neighborhood of Make-Believe. Seasonal operations run from May 22 to Labor Day and "Hallowbooi," a Halloween-themed event, takes place in October. For more information, call 724.238.3666 or visit <http://www.idlewild.com>.