



PRESS RELEASE

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Summer Fun is Back! Story Land Begins 2021 Season May 29!

New food treats and returning ride favorites highlight 68th season of New England treasure

Glen, NH – Tea Cups spinning. Cinderella back in her Castle. Children claiming ride partners and shouting as they tick up Polar Coaster hill ready for the first ride. These sounds were solely missed during May and June 2020 that will, thankfully, burst back into our lives starting Saturday, May 29, when *New Hampshire's Best Amusement Park for Kids* begins its 68th season of fun.

New for 2021, Story Land introduces the New England favorite, Gifford's HomeMaine Ice Cream! Setting up shop within the park's Dutch Village, guests get to choose the eight tasty flavors available for sampling at Story Land. Ice cream lovers can simply head to StoryLandNH.com/choose-a-flavor and cast a vote. As if delicious ice cream isn't enough, all voters will be entered for a chance to win Story Land tickets! The ice cream vote of the year will be open through June 4th. Grown-ups can find some snacks geared for them at the new World Pavilion Kitchen, where adult beverages and nachos will be offered.

"We can't wait to begin a new year that brings us closer to the typical Story Land experience," says General Manager Eric Dzedzic. "We just wrapped up a successful Preview Day with local families, and we'll keep the safety of our Guests and Team Members as top priority as we welcome the rest of New England back."

The first full season after the onset of the COVID-19 pandemic features the return of favorites missed last summer, from Mother Goose's Manor and the nursery rhyme play area, to the Old Women in the Shoe handing out the iconic Story Land sticker, to riding the Huff Puff and Whistle Railroad to the back of the park.

While Story Land begins to gain a sense of normalcy in 2021, safety and cleanliness remain essential to protecting Guests and Team Members against COVID-19. Guests can expect pathway markers to remind of social distancing, sanitizing stations throughout the park and frequent cleaning. In keeping with the most recent guidance from the Centers for Disease Control and Prevention and New Hampshire's Best Practices Guidance, all vaccinated Guests and Team Members do not have to wear a facial covering or practice social distancing. Both are required for those who are not yet fully vaccinated. Guests will need to pre-purchase dated tickets online in order to confirm their spot in the park, or opt for a Season Pass – reservations are not required! To better monitor attendance, the park is requiring guests purchase tickets online in advance while Season Passholders do not need to RSVP.

With a **2021 Platinum Season Pass**, Guests can enjoy a whole summer at Story Land, plus sister locations Living Shores Aquarium and Water Country. For more information on Story Land's COVID-19 safety measures, 2021 schedule, Season Pass and single-day admissions, and discount opportunities, visit StoryLandNH.com or contact the park at 603-383-4186.

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About Story Land and Palace Entertainment:

Story Land, located in New Hampshire's beautiful White Mountains, is a premier children's theme park that has entertained thousands of families with young children for over 65 years. Story Land is "Where Fantasy Lives" and features over 20 unique rides, exciting live shows, and favorite nursery rhyme animals set on 35 beautifully maintained and landscaped acres. Palace Entertainment is one of the leading leisure park operators in the United States, with 21 major entertainment and educational venues across 10 different states offering a wide range of family-friendly rides, attractions and educational experiences. Palace is part of Parques Reunidos, one of the leading global operators, with more than 60 different assets (theme parks, zoos and marine parks, waterparks and other attractions), spread out over various countries across Europe, North America, the Middle East and Australia.