



Story Land Becomes the First Amusement Park to Earn the Certified Autism Center Designation in New Hampshire

For Immediate Release - July, 2019 - Story Land amusement park, nestled in the White Mountains of New Hampshire, recently earned the Certified Autism Center (CAC) designation from the International Board of Credentialing and Continuing Education Standards (IBCCES). This certification demonstrates Story Land's dedication to provide a space where guests will be supported by staff who have completed training to accommodate needs specific to those with autism and other sensory disorders.

Beyond the 20 beloved rides, Story Land also offers unique dining experiences, shows, story time with Mother Goose in her manor, photo opportunities with storybook characters, carnival style games, & Los Bravos Silver Mine for emerging explorers. Eternally geared toward pleasing younger guests, Story Land is the perfect setting for little ones to create their very own magical tale.

The designation earned by Story Land is in-line with efforts made over the past few seasons to provide a balanced and well-rounded experience for all guests as they bring fairytales to life. Story Land offers a Calming Room, a sensory sensitive environment for those who need a break, as well as a designated Quiet Dining area. "Sensory Sensitive Weekends" are also offered where park and ride music is turned down, ride announcements are at a lower decibel, certain geysers/water features are also turned off and MAP (Medical Access Pass) passes are made available to those who cannot wait in line for rides and food.

"Story Land has been actively making modifications to the park over the last few seasons and we are thrilled to become an official Certified Autism Center. From adding a Calming Room to our Sensory Sensitive Weekends to expanding on employee training, we are dedicated to providing every guest the very best experience," said Lauren Hawkins, Story Land's Director of Marketing.

Families seeking information on the many ways in which Story Land serves guests on the autism spectrum are encouraged to visit the park website at StoryLandNH.com for more detailed information.

Parents with children on the autism spectrum often find new experiences and traveling to new destinations a challenge due to sensory needs, dietary restrictions and safety concerns. For almost 20 years, IBCCES has been the industry leader in autism training for licensed healthcare professionals and educators around the globe. IBCCES recognized that many families with children with special needs have limited travel options and created programs specifically for the hospitality and travel industry.

"We provide specialized training to amusement parks across the globe, ensuring they are prepared to engage and welcome guests with a wide spectrum of needs. Story Land was already making strides in this area, and we are delighted to bring them to this next level," said Myron Pincomb, IBCCES Board Chairman.

Rather than relying on the growing number of organizations promoting "autism-friendly" options that can vary widely, more parents are now seeking out destinations that have completed research-based training and professional review. IBCCES also created AutismTravel.com, a free online resource for parents that lists certified destinations and connects families to other resources and each other. Each destination listed on the site has met Certified Autism Center requirements.



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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. Story Land is owned and operated by Palace Entertainment, one of the leading leisure park operators in the United States. Palace Entertainment owns and operates eight water parks, six theme parks, two animal parks, and five family entertainment centers across 10 different states and two countries. Palace Entertainment parks offer a wide range of family friendly rides, shows, miniature golf courses, and arcade games. For more information, please visit storylandnh.com, or connect with us on Facebook, Twitter, and Instagram.

About IBCCES

Delivering The Global Standard For Training and Certification in The Field of Cognitive Disorders - IBCCES provides a series of certifications that empower professionals to be leaders in their field and improve the outcomes for the individuals they serve. These programs are recognized around the world as the leading benchmark for training and certification in the areas of autism and other cognitive disorders. As the only training and certification program endorsed by The Autism Society of America, one of the largest grassroots autism organizations in the world, IBCCES is committed to increasing the quality of life and services provided to individuals on the spectrum.