

Story Land Theme Park Celebrates 70th Season and Introduces All-New Moo Lagoon

The iconic theme park in the White Mountains has been a summer staple for generations of New Englanders

Since 1954, Story Land Theme Park has been delighting visitors from New England and beyond. What began as a simple storybook park has evolved over the years through growth, expansion, and the addition of attractions that are perfect for families.

The park's story began when its founders Bob and Ruth Morrell were living abroad in Germany where they met a woman, Frau Edith Von Arps. She was a door-to-door salesmen, selling dolls she made based on classic children's fairy tales. Throughout their time in Germany, the Morrells purchased 25 of these unique dolls from Frau Von Arps. When it was time for them to return home to Glen, New Hampshire, the couple decided to create a village where storybook animals and dolls could come to life. Families began to visit the property and the Morrells added new ways to keep kids entertained.

In 1957, Story Land's first major attractions, Cinderella's Pumpkin Coach and her castle opened. Despite an economic downturn, the park survived and from 1964 through 1980 even more large attractions were added including the still beloved CP Huntington Train and Antique Cars. The park continued to thrive and grow through the early 2000s adding its second roller coaster that is still enjoyed by visitors today, the Polar Coaster. In 2007, the Morrell family sold the park to Kennywood Entertainment Company and was later acquired by Palace Entertainment. While it is no longer family owned and operated, Story Land remains true its storybook roots through new additions that honor fairy tales and unique themes.

In 2024, the *Place Where Fantasy Lives* continued to honor its traditions as the park celebrated its 70th season and introduced its largest capital investment in its history, Moo Lagoon. The brand-new farm themed area debuted in June, but planning began more than a year prior to the grand opening celebration. The 6,000 square foot area features a full water playground designed by Vortex Aquatic Structures International, an all-new Bath House, a reimagined food location, Barn Yard Pizza, and a new retail stand, The Stock Yard.

The Moo Lagoon sprayground sits as the centerpiece of the farm themed area. Featuring more than 50 interactive spray features, five pint-sized water slides, and a large dump bucket, the sprayground offers families big and small a place where they can step in and cool off. In addition to the sprayground, Moo Lagoon is home to a 25-foot-high triple slide tower with unique farm themed names: Cob Cruiser, Silk Slider, and Husk Runner. Moo Lagoon's theming is what stands out the most within the area with decorative elements

throughout the sprayground including pigs, cows, and frogs. The area was finished with an all-new entry sign where sunglasses-wearing barnyard animals greet guests as they enter.

Outside of the sprayground and slide tower, the farm-tastic theme continues with Barn Yard Pizza, a Bath House, and Stock Yard retail store. Each location has been themed to match the water playground with Barn Yard Pizza styled just like a barn and complete with a massive cow figure at its front holding, you guessed it, a pizza. The new 2,500-square-foot Bath House is a barn-style building that includes changing rooms, showers, lockers, restrooms and a handicapped-accessible adult changing station for park guests headed to and from the water play area. The Stock Yard retail stand, located near the water playground and Moo Lagoon entry, rounds out the newly themed area and offers swim essentials like towels, sunscreen, and swimsuits.

Moo Lagoon is open throughout the summer season at Story Land Theme Park in Glen, New Hampshire. As popularity grows around Moo Lagoon, the new water play area will open Memorial Day Weekend and remain open through mid-September for its longest operating season ever in 2025. The all-new area is just one highlight of the park that has joined the already beloved themed rides, games, and live entertainment that have kept Story Land on the map for more than 70 years. Throughout the park, visitors can enjoy Cinderella's Castle and ride in her Pumpkin Coach. They can also take a spin in Alice's Tea Cups – tour the whole park on the Huff Puff & Whistle Railroad – have a blast on thrilling rides like the body-soaking Dr. Geyser's Remarkable Raft Ride and Bamboo Chutes, and the scream-inducing Roar-O-Saurus wooden roller coaster – and so much more.

In addition to the park's beloved attractions, Story Land continues to offer more reasons for guests to return to the park throughout the summer and fall seasons. The park's 70th Celebration Season was also its longest ever as the team introduced the all-new Happy Hauntings Halloween event. The family-friendly Halloween expanded the park's season through the end of October and offered entertainment, fall themed food and beverages, a trick or treat trail with kids' favorite storybook characters, and select rides each weekend from September 20 through October 26. In 2025, Happy Hauntings will add even more weekends and offer its longest not-so-spooky season yet to visitors.

Since its wholesome beginnings in late 1954, Story Land has been a place where families can go to escape their daily lives and feel like a kid again. The park offers something every member of the family can enjoy including meet and greets with iconic fairy tale characters, rides on charming classics like the park's German Carousel, and live entertainment and seasonal events.

As the park continues to celebrate its decades of fun, the future of Story Land and its iconic and beloved traditions looks bright as the team continues to grow with new attractions like Moo Lagoon while also honoring its past and beloved traditions.

