



PRESS RELEASE

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Story Land Looks Ahead to Best Season Yet in 2022, Launching Black Friday Season Pass Specials to Celebrate

Expanded special events lineup, return of popular live entertainment highlight reasons to visit in 2022

Glen, NH [November 16, 2021] –Story Land may still be several months away from the start of the 2022 season, but there's no time like the present to get pumped for the most exciting season ever at New Hampshire's favorite family getaway!

After a successful bounce-back summer in 2021, Story Land starts a whole new chapter of fun in 2022, beginning Memorial Day weekend. Story Land is thrilled to announce the return of live entertainment and character meet-and-greet activities, including fan favorites like *Daniel Tiger*, *Tea Time with Cinderella*, *It's Magic* and more! Next summer will sizzle with special events for young and young-at-heart: the park's wildly popular *Nostalgia Nights* events will return to give grown-ups one more chance at reliving their own magical memories and creating some new ones.

"Next year is shaping up to be a season you won't want to miss. Live entertainment and character interactions are a huge part of the Story Land experience, and we're excited to find more ways to wow our guests," says Story Land General Manager Eric Dziedzic. "We're lining up all kinds of kid-friendly fun for next summer, and are hard at work to make 2022 our best season yet."

While the fun may be a few months away, now is the perfect time to make plans by purchasing a Season Pass during Story Land's just-launched Black Friday sales. Whether shopping for a no-frills, all fun pass or a higher-tier offering including access to unlimited perks and free admission to Story Land's sister parks, including Water Country and the year-round Living Shores Aquarium, 'tis the season for great deals! Starting today, take advantage of Story Land's best offers of the season, including awesome deals like up to \$25 off a 2022 Season Pass and 30 percent off Day Tickets.

Season Passes can be purchased on six-month payment plans, and single-day tickets are also available as a smaller stocking stuffer. Season Pass options start at just six payments of less than \$9, and guests renewing their Season Passes will find a little extra savings in thanks for the continued support.

"These limited time Black Friday specials offer the gift of fun that will create special memories and won't collect dust in a closet," says Marketing Director Lauren Hawkins. "Getting a Story Land Season Pass now allows smart shoppers to save big and enjoy our expanded season, and the special experiences visitors look forward to every year."

For more details on Story Land's 2022 Season, ongoing Black Friday sales, and more, visit [StoryLandNH.com](https://www.storylandnh.com).

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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 Entertainment is part of Parques Reunidos, one of the leading global operators, with more than 60 different assets (theme parks, zoos and marine parks, water parks and other attractions), spread out over various countries across Europe, North America, the Middle East, and Australia.