

**LOOK WHAT WE'VE GOT
FOR YOU NOW!**



KANSAS CITY'S
Worlds of Fun[®]

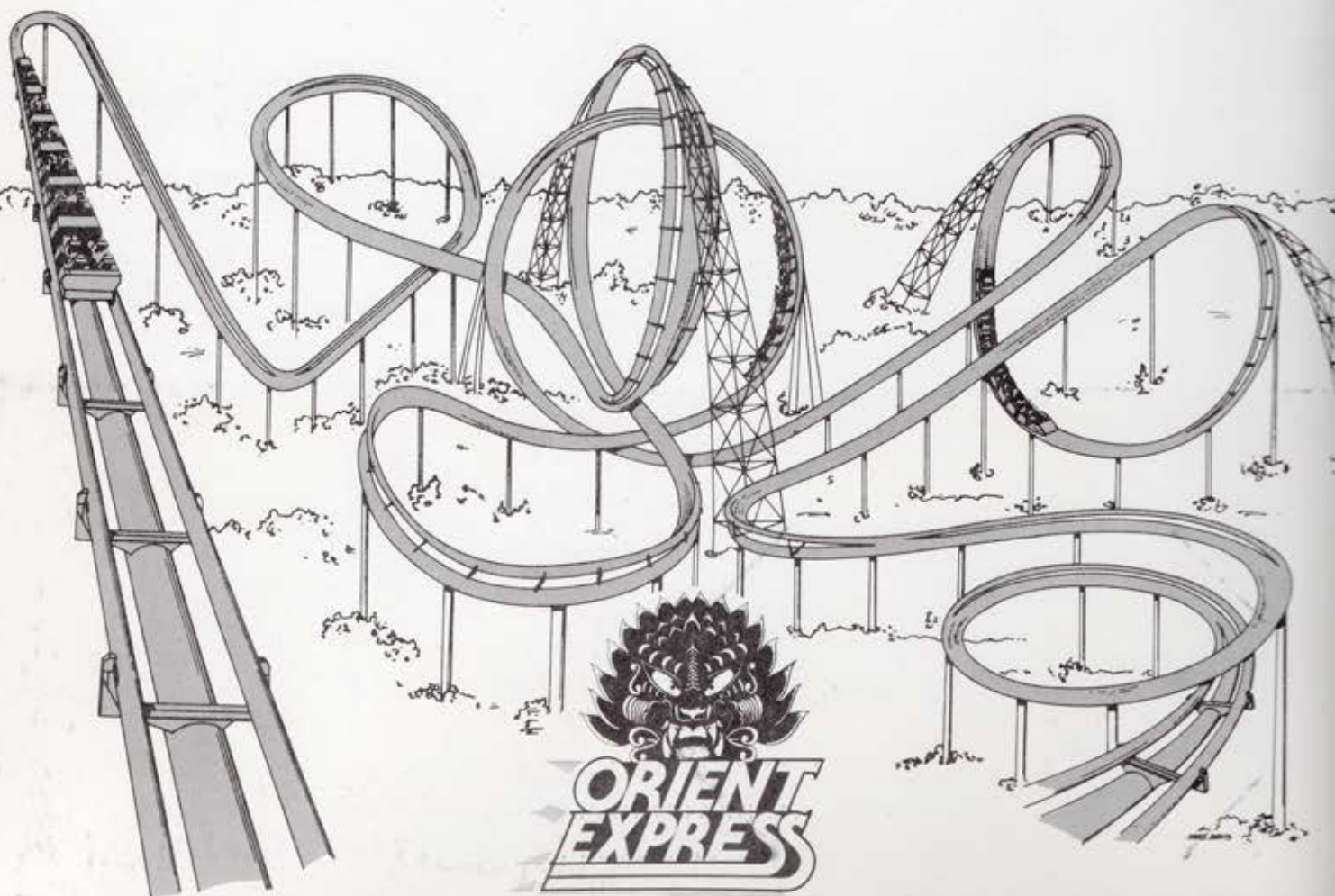
LOOK TAKE A LOOK.

Worlds of Fun is just what you've been looking for in 1980. It's lavish Broadway-style musicals and celebrity entertainment. You'll see some of the most exciting thrill rides nestled among tree-lined walkways, beautiful shops and restaurants of all kinds.

And there's more...this year, we unveil the ORIENT EXPRESS, the greatest coaster ever conceived. It drops you 12 stories and through two interlocking loops at speeds reaching 65 miles per hour. Don't say we didn't warn you!

*Nearly eight million guests have enjoyed Worlds of Fun's family entertainment since our opening in 1973. The ORIENT EXPRESS will add breathtaking excitement to your family visit or vacation. And don't miss the ever-popular *Screamroller*, *Zambezi Zinger*, *Viking Voyager*, dolphin duo and all the other thrilling attractions.*

Take a look at what we've got for you now...



JIM GLYNN
Manager of Public Relations
and Advertising Sales



DEVELOPED BY
MID-AMERICA
ENTERPRISES, INC.

4545 Worlds of Fun Avenue
Kansas City, Missouri 64101
Area Code 816 • 454-4545

***Worlds of Fun
is just what
you've been
looking for.***

For Additional Information, Contact:
Jim Glynn or Pam Grout, (816) 454-4545



NEWS RELEASE

For Release Thru April 1, 1980

WORLDS OF FUN BUILDING THE ULTIMATE COASTER, THE ORIENT EXPRESS

Worlds of Fun, Kansas City's internationally-themed amusement park, is currently in the midst of a four million dollar expansion project, the largest and most ambitious since the park opened in May of 1973. In November of 1979, Chairman Lamar Hunt announced that a giant, steel "state of the art" roller coaster, to be called the Orient Express, is under construction and will be ready on April 4, the opening day of the 1980 season.

The largest of its kind in the world, the Orient Express is a tubular, steel-track roller coaster featuring two loops interlocking and crossing at right angles, a 115-foot drop at a 55-degree angle, 3,470 feet of track, a 100-foot tunnel, a top speed of 65 miles per hour and the Kamikaze Kurve—a segment of the track that will turn passengers upside down twice within a very short period of time.

(more)

"The Orient Express represents the latest technological advances in roller coaster design and engineering," said Hunt. "By working closely with Arrow Development of Mountain View, California, the ride's manufacturer and the industry pacesetter, we have been able to take the most exciting elements of existing coasters and add new elements never before attempted to create the ultimate roller coaster experience."

The entrance to the new coaster will be from the Oriental section of the park. Because the Orient Express is nearly 12 stories high at its tallest point, it will be easily seen from every section of the park.

An Orient Express trip will begin with each passenger being locked into his seat by a safety harness. The coaster train will leave the station in the dark through a 100-foot-long tunnel, then travel 260 feet to the top of the first lift, 117 feet above the station.

At the top, the train will turn a sharp corner and dive 115 feet at a 55-degree angle, reaching a top speed of 65 mph and a G-force of +3.5 before pulling out just above the creek bottom and shooting up a hill with a hard-banking curve.

A second drop will plunge the train into the first loop, taking the train 80 feet above the ground and turning the passengers completely upside down. After leaving the first loop, the train will speed into a hairpin curve before returning for the second loop (which interlocks with the first) 60 feet above the ground.

Immediately after the second loop, the coaster will spring into the Kamikaze Kurve, where the train will begin a sharp, downward barrel roll turning passengers upside down, then stabilizing briefly before ascending into another sharp barrel roll, once again turning upside down—all within 13 seconds.

(more)

ORIENT EXPRESS
Add Two

The coaster train will then enter another hard-banking curve and a straightaway before climbing a spiral curve into the brakes and finally coasting into the station.

"During a trip on the Orient Express, each passenger will be turned upside down four times, will experience the sensations of both positive and negative G-forces and will travel 65 miles per hour, legally," Hunt remarked.

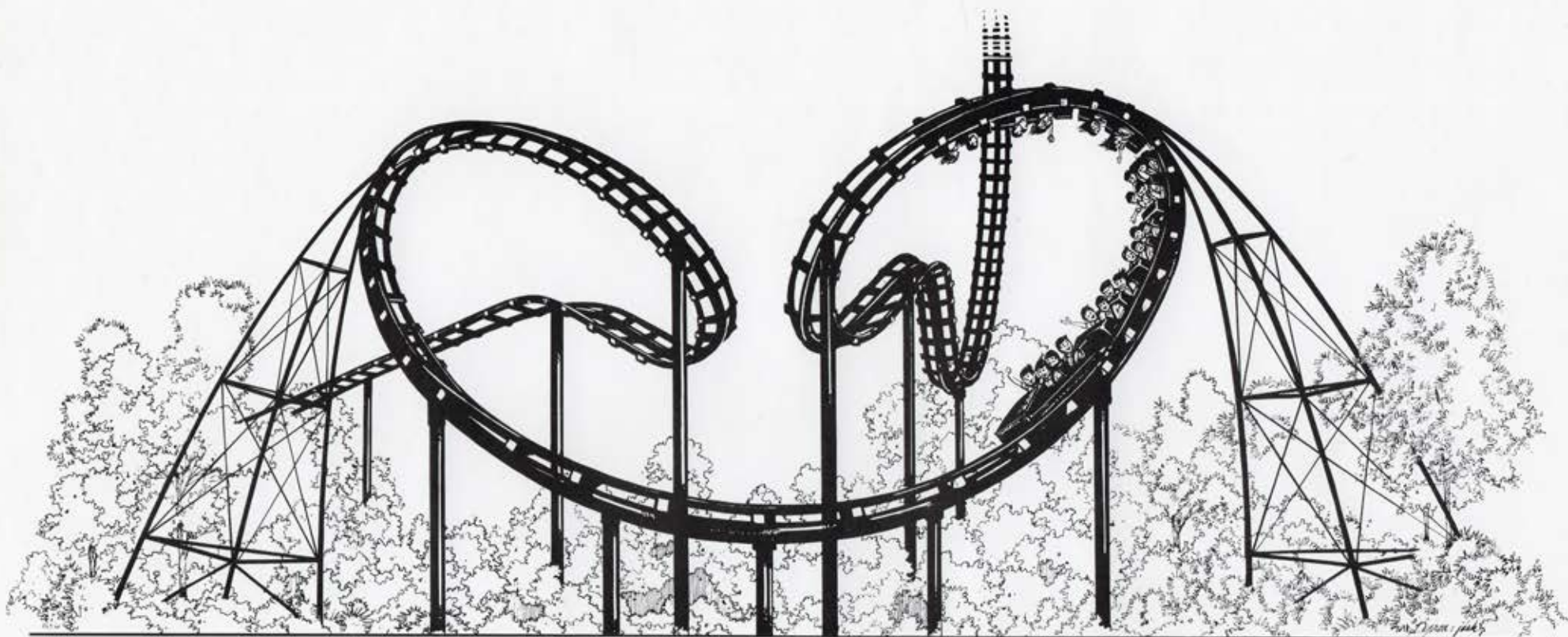
"We are confident beginning April 4, 1980, the Orient Express will become the roller coaster by which all others are judged. The high level of technology evident in the Orient Express truly makes it the 'state of the art'," added Hunt.

Commenting on the expansion's impact on the existing park facilities, Worlds of Fun President Jack Steadman said, "The addition of the Orient Express will raise the capacity of Worlds of Fun to 29,000 people per hour and the total number of acres under development to 157.

"Since the park first opened in 1973, nearly eight million guests have responded enthusiastically to Worlds of Fun and the wholesome entertainment the park provides," Steadman continued. "This consistent support has made continued investment and, in particular, the addition of the Orient Express possible."

Kansas City's Worlds of Fun will open for its eighth season on Friday, April 4, 1980. The park is located at I-435, exit.54.

#



THE KAMIKAZE KURVE of the
Coming to Worlds of Fun in 1980



Worlds of Fun

FACTS and FIGURES



1980 EXPANSION

In 1980, Worlds of Fun will be bigger and better than ever with over 95 rides, shows and attractions encompassing 157 acres. The Orient Express roller coaster headlines the 1980 expansion program, the largest and most ambitious since the park opened. With 3,470 feet of track, a 12-story drop at 65 m.p.h. and interlocking loops, the \$4,000,000 Orient Express is the *largest steel roller coaster in the world*. The new coaster will boost Worlds of Fun's ride and show capacity to 29,000 guests per hour.

Designed by Arrow Development Corporation of Mountain View, California, the Orient Express is a tubular-steel track roller coaster with interlocking loops and a concept never before attempted in roller coaster design — the Kamikaze Kurve. Five seconds after the second loop, the train will begin a sharp, downward barrel roll turning passengers upside down, stabilize briefly before ascending into another sharp barrel roll and turn upside down again — all within 13 seconds.

THE ORIENT EXPRESS

- Top Speed: 65 m.p.h.
- Top of Lift: 12 stories above the station
- First Drop: 115 feet at 55 degrees (+3.5 G-force)
- First Loop: 80 feet above ground, 50 feet in diameter
- Second Loop: 60 feet above ground, 50 feet in diameter
- Track Length: 3,470 feet (over 300 tons of steel)
- Tunnel: 100 feet long
- Ride Time: Two minutes, 30 seconds
- Train: Three aerodynamic trains with seven coaches each, 28 passengers in each train
- Capacity: 1,800 rides per hour



ATTENDANCE HIGHLIGHTS

*Since opening May 19, 1973, Worlds of Fun has entertained 7,982,358 guests.

*Yearly attendance marks:

1973	878,036	1977	1,270,654
1974	1,027,818	1978	1,266,307
1975	1,067,311	1979	1,310,427
1976	1,161,805	Total	7,982,358

*Annual attendance has increased 49% since 1973.

*In 1979, the single-day attendance record was surpassed twice: 23,384 guests set a new mark on Sunday, Aug. 19, but it lasted only a week as 25,429 guests visited the park on the next Saturday, Aug. 25.

*A three-day-weekend record was established Aug. 10-12, 1979 as 57,495 people visited the park.

*The record for weekly attendance was set Aug. 13-19, 1979 as 102,739 people passed through the turnstiles.

*In 1979, guests came from all 50 states and over 53 foreign countries.

Kansas City metro (five county area)	42%
Missouri (outside K.C. metro area)	18%
Kansas (outside K.C. metro area)	16%
Nebraska	12%
Iowa	5%
Oklahoma	2%
All other states and countries	5%

*58% of the 1979 attendance, or approximately 734,187 guests, visited Worlds of Fun from outside the Kansas City metro area.



ECONOMIC IMPACT

*Over 16,500 young people have worked at the park since 1973, making Worlds of Fun the area's largest employer of young people.

*1,500 seasonal jobs are available throughout the operating season.

*The park's local operating expenses (direct monies spent in the community) exceed \$11 million annually. Of that figure, five and a half million dollars are direct payroll expenditures.

*Worlds of Fun and tourism have a significant impact on the economy in Kansas City. In 1979, out-of-town visitors to Worlds of Fun spent over \$50 million on goods and services in Kansas City. Since 1973, the total expenditures in Kansas City by Worlds of Fun tourists exceeds \$330 million.

*(Dollar amounts are based upon estimates for average expenditure and length of stay by tourists supplied by the Convention & Visitors Bureau of Greater Kansas City.)

SHOW ATTENDANCE IN 1979

	Number of Shows	Total Attendance
Commerce Dolphin Show	738	747,720
Coca-Cola Tivoli Music Hall	592	537,529
Moulin Rouge Theatre	944	254,817
Flying Circus Puppets	1,045	298,363
Cheep Thrills Bird Show	738	324,565
Humpty's Show Chateau	1,187	36,905
Rudee Orangutan	959	37,335

FORUM AMPHITHEATRE CONCERTS

*In 1979, 74 concerts were presented on 49 dates.

*Forum concert attendance for 1979 exceeded 275,000.

*A sampling of artists appearing at the Forum Amphitheatre since June of 1974 include:

Captain & Tennille, Ray Charles, Roy Clark, Bill Cosby, Pablo Cruise, Firefall, Leif Garrett, England Dan & John Ford Coley, Gloria Gaynor, Crystal Gayle, The Lettermen, Anne Murray, The Oak Ridge Boys, Kenny Rogers, Sha Na Na, Sister Sledge, The Spinners, Frankie Valli and Bobby Vinton.

FOOD CONSUMED

Worlds of Fun guests consumed everything from oriental hot dog kabobs to cotton candy and rosette fry cakes.

Some of their more noteworthy accomplishments include:

*In 1979, guests ate over 100,000 pounds of ground beef which in stacked patties, would create a column three miles high.

*Worlds of Fun guests consumed 3,800,000 soft drinks in 1979. This quantity of beverages could, fill 14 swimming pools measuring 18'x36'x6'.

*The 30,000-plus ears of corn sold to Worlds of Fun guests would extend nearly three miles in length if laid end to end.

Other quantities of food consumed: 16 miles of hot dogs, 20,000 giant dill pickles, 140,000 funnel cakes, 300,000 bomb pops and ice cream bars, 22,000 pizza slices and 3,200 gallons of catsup.

MOST POPULAR RIDES IN 1979

Nestea Viking Voyager	1,448,860
Zambezi Zinger	1,410,844
Standard Oil Screameroller	1,175,929
Schussboomer	1,017,655
Worlds of Fun Railroad	810,534
Der Fender Bender	755,488
Firestone Le Taxitour	732,836

*Total rides given in 1979 — 15,239,610

*Total rides given in seven years of operation — 102,423,719

MERCHANDISE

Worlds of Fun sells over 1,614,869 gifts and souvenirs annually at 23 shops, stands and carts throughout the park.

The items vary from Darth Vader masks and baseball card files to Cone Heads and grand piano music boxes. Breaking records, but hopefully no jaws, jawbreakers outsold all other items (138,515) in 1979. Other popular items sold included:

Hats (all shapes & sizes)	86,170
Park maps	63,555
Glo Necks (necklaces)	38,193
Balloons	28,416
Postcards	27,250
T-shirts	26,282
Mad Dasher Rain Capes	13,474
Paper Flowers	9,686

1980 TICKET PROGRAMS

One-Day Passport \$10.50 (plus tax)
(children three & under free)

Two-Day Passport \$14.50 (plus tax)
(consecutive days only)

Season Passport \$34.95 (tax included)
(unlimited use throughout the season)

Group and school programs
available upon request.

ORIENT EXPRESS FACT SHEET

The Orient Express is the "state of the art" in roller coaster design. Manufactured by Arrow Development Corporation of Mountain View, California, exclusively for Worlds of Fun, the Orient Express is the largest coaster of its kind in the world. The most ambitious expansion project at Worlds of Fun since the park first opened in 1973, the Orient Express will cost nearly four million dollars when completed.

General Description: The Orient Express is a tubular, steel-track roller coaster with two loops interlocking and crossing at right angles with one Kamikaze Kurve element and five drops total.

Top Speed:	65 mph
Top of Lift:	12 stories above the station
First Drop:	115 feet at 55 degrees (+3.5 G-force)
First Loop:	80 feet above the ground, 50 feet in diameter
Second Loop:	60 feet above the ground, 50 feet in diameter
Track Length:	3,470 feet (over 300 tons of steel)
Tunnel:	Coming out of station, 100 feet long
Elapsed Ride Time:	Two minutes, 30 seconds
Trains:	Three aerodynamic trains, seven coaches each, 28 passengers each train
Capacity:	1,800 rides per hour

The coaster train will leave the station through a 100-foot-tunnel, then travel 260 feet up a 25-degree lift. At 117 feet above the station, the train will turn a short, tight corner and dive 115 feet at 55 degrees and 65 mph (a +3.5 G-force) pulling out just above the creek bottom then shooting up a hill with a hard-banking curve.

After cresting the hill, the train will plunge into the first loop going 80 feet above the ground, emerging into a hairpin curve before returning to the second loop (interlocking the first) 60 feet above the ground.

Five seconds after the second loop, the train will proceed into the Kamikaze Kurve. In the Kamikaze Kurve the train will begin a sharp, downward barrel roll turning passengers upside down, then stabilizing briefly before ascending into another sharp barrel roll turning upside down again—all within 13 seconds.

The coaster train will then enter another hard-banking curve and a straightaway before climbing a spiral curve into the brakes and coasting into the station.



The Orient Express, the "state of the art" in roller coaster design, is currently under construction at Worlds of Fun, Kansas City's internationally-themed amusement park.

The largest of its kind in the world, the Orient Express is a 3,470-foot-long, tubular steel-track coaster featuring: (1) a 100-foot tunnel out of the station; (2) a 12-story-high lift; (3) a 55-degree, 115-foot drop at 65 mph exerting a +3.5 G-force; (4) two loops interlocking at right angles, 80 feet above the ground; and, (5) the Kamikaze Kurve—a ride innovation that turns passengers upside down in each of two barrel rolls within 13 seconds.

Worlds of Fun's largest addition ever, the Orient Express will take on its first passengers when the park opens on April 4, 1980.



It's really a roller whizzer

Worlds of Fun's new Orient Express ride wild and exciting

By Nancy Ball
entertainment editor

They're never going to get me on that thing!" I must have said that a hundred times since November, when I first saw the plans for the Orient Express. That's Worlds of Fun's new \$4 million roller coaster, billed as the biggest, fastest and scariest steel coaster in the world. Its first passengers—well, almost its first—will be boarding at 10 a.m. Friday when the amusement park opens for the 1980 season.

I'm terrified of roller coasters—even little ones. They tie up most of my worst phobias—fear of heights, speed, falling, flying and being spun upside down—into one big knot in my stomach.

So, of course, I was assigned to take a preview ride on what I was sure was an unspeakable horror. But after it was over, I had to admit that the

awesome ride is fun—I think.

I had been sure I was going to hate it. So to see how a "normal" person would react, I took along a couple of friends, one of whom loves roller coasters. Of course, he also likes to parachute out of perfectly good airplanes.

Imagine my feelings when we drove up to the monster and saw its 3,470 feet of red tubular-steel track sprawling for what looked like miles, twisting into pretzel-shaped contortions up to 117 feet in the air. It dwarfed the park's other coasters, which are a paltry 50 and 60 feet tall. It has an initial drop roughly equivalent to falling off a 12-story building, plus four loops that turn the train upside down, all in a ride that lasts 2½ minutes.

I immediately began pumping engineers and workmen for technical data that might convince me that this thing would be safe.

Back in November, I had spoken to Ron Toomer, chief project engineer for Arrow Development Corp. in California, the amusement ride company that designed and built the Orient Express. He had told me then about the multiple sets of wheels that would hold the train on the track no matter what. He also told me about the scale model of the Kamikaze Kurve that was being tested with sophisticated computerized equipment that tests G-forces (units that measure the pull of gravity on the passenger) and centrifugal force that would hold people securely in the cars even while upside down. Furthermore, Lee Derrough, Worlds of Fun's vice president and general manager, said the actual ride would be tested with sandbags for several



Ms. Ball



See Coaster, pg. 2B, col. 1

Upside-down on the Orient Express (staff photo by Jim McTaggart)

Coaster continued from pg. 1B

weeks before any people were allowed to board.

Engineers on the site confirmed what Toomer had said. I looked at the wheels, the couplings, the brake controls. "But who else has actually ridden this thing?" I kept asking.

Jim Glynn, public relations manager for the park, said that, during testing the day before, "we were so confident that we didn't even use any sandbags. The engineers and workmen and [Derrough] just jumped on and rode it."

No sandbags? How comforting to know that some of the very first dead weight on this joy-ride would be mine.

I stepped gingerly into the glossy black car, and the padded harness was locked across me with a sound that was reassuring in its solidity and terrifying in its finality. This, as they say, was it.

Jim "Not me, no way" Glynn, who stubbornly refused to ride with us, waved goodbye from the platform. "Chicken!" I shouted with false bravado as we plunged into what looked like the Black Hole of Calcutta.

One hundred feet later, we came out of the tunnel and began to climb the (gulp!) 260-foot ramp at a 25-degree angle until we reached the coaster's maximum height of 117 feet. That was plenty of excitement for me right there, but where was I going to go? No one had given me a parachute.

For most roller coaster fans, the drop at the beginning of the ride is the biggest thrill. This one's a thrill all right—and it's exquisitely timed with a small drop just as the train rounds a sharp corner that was just long enough to make us think, "Oh, this isn't so baaaaaad . . ." Then the train dropped at a nose-first angle of 55 degrees. We nearly brushed the ground at a speed of 65 mph, giving new meaning to the word "plummet".

It was almost a relief to be going up again, until we spun around a spiral curve and saw two mammoth interlocking loops looming before us like some huge and hideous knot. Up and over we went, upside down 80 feet above the ground, which I could see flashing by above—or below or whatever—whenever I was brave enough to open my eyes. You don't really feel upside down unless you look, I learned.

Much more terrifying to me was the steeply banked curve that came next. It felt like the whole train might slip off sideways. Here again, you have just enough time to catch your breath and relax a little before—oh, no!—you speed into the second loop.

No time to breathe now. We were headed for the Kamikaze Kurve, the giant boomerang that would barrel-roll us twice in 13 seconds. I am told that I screamed "We're gonna die!" halfway into the second Kamikaze

upender.

One more tight spiral, and we could see the station. I was as speechless as an accident victim asked to relate details—"It all happened so fast, Officer . . ."

I must have had a good time, because I went around again with minimal protest.

My coaster-loving friend said he thought the Orient Express was, indeed, a state-of-the-art ride. We all agreed that the timing and anticipation factors, so cleverly woven into the design, were the real thrill factors—next, of course, to the Big Drop, the hands-down winner for scariest element. Even I had to admit that it wasn't nearly as terrifying as I had made myself believe it would be.

The mind-boggling maze of track that makes the ride look so scary also has a disorienting effect—if you'll pardon the pun—that illogically cuts the fear factor a little. If you can't tell where you are, you're never as frightened as good sense says you should be.

What's more, the Orient Express is a very comfortable ride—comfort being a relative factor when you're hurtling through loops. The safety harnesses keep the passengers from being tossed around and cushion their necks, which may disappoint hardcore coaster freaks who feel cheated if they don't walk away with whiplash.

None of us got sick, although a vague feeling of almost-nausea, accompanied by rubber knees, stayed with me a couple of hours. I don't know what the effect would be on a hot summer day with a bellyful of hotdogs and cotton candy.

The bottom line is this: The Orient Express really is a great ride. It nearly scared the life out of me—which is a roller coaster's job.

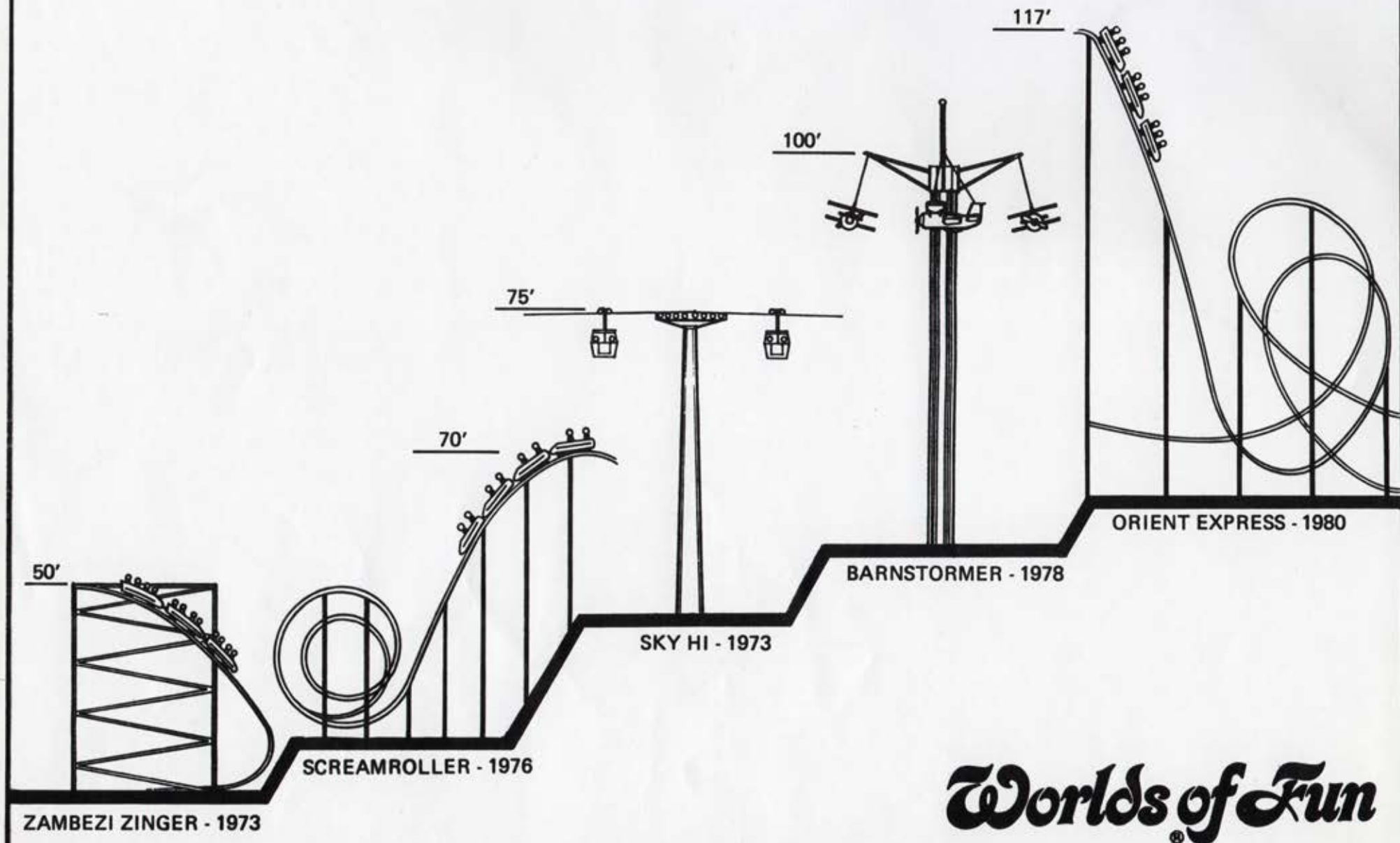
Where it is, when to go

Worlds of Fun, at Interstate 435 and Parvin Road (Exit 54), will be open 10 a.m. to 8 p.m. Friday through Sunday and 10 a.m. to 6 p.m. Monday.

After that, the park will be open on weekends only at 10 a.m. on Saturdays and Sundays and at 6 p.m. on Fridays through May 18. Seven-day operation begins May 24, opening daily at 10 a.m. Closing times vary, so call 454-4444 for a recorded message giving details.

Tickets, which include all rides and shows, are \$10.50, and season passports are \$34.95. For further information about tickets, call 454-4545.

Worlds of Fun reaches new heights with the Orient Express.



Worlds of Fun