



SEPTEMBER 25 - OCTOBER 31, 2004

Taking frights to new heights.



4545 Worlds of Fun Avenue • Kansas City, Missouri 64161-9307



September 2004

Dear Media Representative:

Worlds of Fun is gearing up for its annual HalloWeekends extravaganza beginning September 25 through October 31. We are excited to introduce a major expansion to the event creating a whole new level of scare with the addition of three new haunted attractions. As always, Worlds of Fun continues to offer something for everyone to enjoy – thrill-seekers can hop aboard the MAMBA roller coaster, children will be entertained for hours in the one-acre Camp Spooky, and during HalloWeekends, fright-seekers can experience haunts and chills in our four extreme haunted houses.

The enclosed media kit will give you detailed information about HalloWeekends. In addition to facts and story ideas, we have also included a CD-ROM with high-resolution images for your use. The following is a list of items included in your media kit:

2004 HalloWeekends Park Brochure
HalloWeekends Fact Sheet
Event News Release
New in 2004 News Release
Live Entertainment News Release
CD-ROM

The Public Relations staff is eager to work with you and share all of the fun to be had at Worlds of Fun. We look forward to working with you during another HalloWeekends season! If you are interested in visiting Worlds of Fun or have any questions, please contact the Public Relations department.

Sincerely,

Cristy Welsh
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Worlds of Fun and Oceans of Fun
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Worlds of Fun

HALL O WEEKENDS

Media Contact: Cristy Welsh
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Released: September, 2004

EXPANDED HALLOWEENDS EVENT AT WORLDS OF FUN PROVIDES SPOOKY FUN FOR ALL AGES

KANSAS CITY, Mo. - Worlds of Fun is transformed into a Halloween extravaganza of hair-raising shows, monster mayhem, and fearsome fun for all ages. On weekends from September 25 through October 31, HalloWeekends at Worlds of Fun amusement park in Kansas City, Mo., is bigger and scarier than ever before with the addition of three new extreme haunts that complement scare-free family fun, and 175 acres of rides, shows, and attractions.

Sponsored by the Price Chopper Outdoor Team, HalloWeekends at Worlds of Fun is taking frights to new heights with the addition of three new haunted attractions that include The Fright Zone, Lore of the Vampire, and Camp Gonnagitcha Witchahatchet. These three new walk-through experiences, along with the Carnival of Carnivorous Clowns 3-D haunt, are sure to scare even the bravest of souls.

There is also scare-free Halloween fun for the little ones in Camp Spooky, where Snoopy and the entire PEANUTS™ gang are dressed in their Halloween finest to greet visitors. The Magical House on Boo Hill is a funhouse that is more likely to produce a smile than a scream, and live shows with a spooky-season theme provide entertainment for guests of all ages. Little goblins make their way through Trick-or-Treat Town to fill their bags with goodies from Dannon™, Pepsi®, The Kansas City Royals™, Mike & Ike®, Jelly Belly®, and Krispy Kreme®.

HalloWeekends festivities creep into Worlds of Fun every Saturday (11:00 a.m. – midnight) and Sunday (10:00 a.m. – 7:00 p.m.) from September 25 through October 31, 2004, and Friday Fright Nights (6:00 – 11:00 p.m.), October 1, 8, 15, 22 and 29. During HalloWeekends, 2005 Worlds of Fun and Oceans of Fun Season Passports are also available at the greatest discount price. For more information, please visit www.worldsoffun.com, where tickets can be conveniently purchased and printed at home, or call (816) 454-4545.

Worlds of Fun and Oceans of Fun are owned and operated by Cedar Fair, L.P., a publicly traded partnership listed for trading on the New York Stock Exchange under the symbol "FUN". In addition to Worlds of Fun and Oceans of Fun, Cedar Fair owns and operates six other amusement parks and four other waterparks, and operates an eighth amusement park under a management contract.

Worlds of Fun

HALLOWEEN WEEKENDS

Media Contact: Cristy Welsh
(816) 303-5125
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Released: September, 2004

WORLDS OF FUN ADDS THREE ALL-NEW HAUNTED ATTRACTIONS FOR HALLOWEEN WEEKENDS EVENT

KANSAS CITY, Mo. – HalloWeekends at Worlds of Fun just got scarier with three new nightmarish attractions. This fall, a major expansion to the annual HalloWeekends event at Worlds of Fun bumps the fright factor up a few notches with the addition of The Fright Zone, Lore of the Vampire, and Camp Gonnagitcha Witchahatchet for guests to dare.

Guests strolling through the Africa section at Worlds of Fun after dark find themselves in The Fright Zone. Surrounded by Hollywood-grade Screamsters, guests find themselves searching their way through the dense fog and dark midways for retreat. The Fright Zone is home to hordes of monsters lurking in the shadows and blinding fog.

Visitors learn the Lore of the Vampire firsthand by exploring a catacomb of the undead. This new haunted walk-through experience takes guests through a morgue, a crematory, a séance parlor, a cemetery, a bride's crypt, and dark tunnels, all populated by gothic vampires.

After dusk, Camp Gonnagitcha Witchahatchet comes to life with a crowd of zombies and madmen stalking the grounds. This outdoor walk in the woods takes guests through the boathouse, a mess tent, and first aid station of a summer camp that has come to a dead end.

In addition to a total of four extreme haunts for fright-seekers to experience during HalloWeekends, dozens of thrilling rides at Worlds of Fun are included with the price of admission, including the 205-foot-tall MAMBA® roller coaster. The value for guests to visit Worlds of Fun to quench their thirst for Halloween horror is incredible when compared to the cost and limited time spent at other area haunted houses.

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WORLDS OF FUN EXPANDS LIVE ENTERTAINMENT OFFERINGS DURING HALLOWEEN WEEKENDS

KANSAS CITY, Mo. – In addition to a long list of haunted attractions, thrilling rides, and scare-free fun for kids, there is a wide variety of Halloween-themed live entertainment for guests of all ages to enjoy during HalloWeekends at Worlds of Fun. The lineup of live shows at Worlds of Fun is expanded during HalloWeekends with the addition of an all-new Halloween song and dance revue, a magic and illusion show, and performing witches, zombies, and monsters.

Meat Cleaver High is a brand new song and dance revue presented during HalloWeekends at the Moulin Rouge Theatre in the Europa section at Worlds of Fun. A cast of teenage dead heads performs a retro-rock review as they celebrate their haunted homecoming.

Spooktacular, a frightfully fun show of magic, returns by popular demand during HalloWeekends. Wacky Dracky and "diva of darkness" Morgan create a visual feast of grand illusion in the Tivoli Music Hall in the Scandinavia section of the park.

Guests enjoy the tales of a whimsical witch during Hexaba's Hogwash. A severed head taunts and teases at Witch Doctor's Revenge, and a unique display of coffins is available at Digger's Used Coffin Lot for guests to try out for size. Merlin and the Midway Monsters play games at Monster Mash, and guests rattle their dancing bones for prizes while the Bogey Man DJ spins the wheels of steel at Voodoo Tunes.

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2004 HALLOWEENDS® FACT SHEET

What Is It?

This fall, there are even more reasons to scream at the Park.

It's that time of year again. Time for HalloWeekends at Worlds of Fun! Time for scare-free family fun and extreme frights for the thrill-seekers. You can even take an end-of-season spin on the Midwest's best collection of rides before it's too late!

New in 2004!

THE FRIGHT ZONE, located in the African section of the park, is loaded with dense fog and lurking monsters waiting to scare their next roaming victim. The ghastly ghouls in the **Lore of the Vampire** and crowd of zombies in the eerie **Camp Gonnagitcha Witchahatchet** are sure to scare even the bravest soles!

Operating Dates and Hours

SIX SPOOKTACULAR WEEKENDS IN 2004!

Friday Fright Nights	6:00 p.m. to 11:00 p.m.
October 1, 8, 15, 22, 29	
Saturdays	11:00 a.m. to Midnight
September 25, October 2, 9, 16, 23, 30	
Sundays	10:00 a.m. to 7:00 p.m.
September 26, October 3, 10, 17, 24, 31	

Worlds of Fun dates and hours are subject to change without notice.

Admission Tickets and Discounts

Regular	\$36.95*
(48 inches tall or taller)	
Junior	\$14.95*
(3 years old and older & under 48 inches tall in shoes)	
Twilight after 4:00 p.m.	\$16.95*
(48 inches tall or taller)	
Friday Fright Nights	\$16.95*
(Limited ride availability. Camp Snoopy is closed)	

* Admission prices do not include tax
Children ages two and younger admitted free

Print-at-Home Tickets

Guests now have the option to purchase admission tickets to Worlds of Fun and Oceans of Fun online and print them using their computer. No more lines to wait in at the park ticket booths! Guests can save \$7 off the regular single-day admission to Worlds of Fun, and \$3 off a regular single-day admission to Oceans of Fun. Junior tickets are available for \$14.95 and Twilight admission tickets (valid only after 4:00 p.m.) are also now available to purchase online for only \$16.95.

Group Discounts

Worlds of Fun offers a variety of discounts for groups of 25 or more people. Please contact the group sales office for more information. Call 816.454.5135 or visit www.worldsoffun.com.

Tips

- Certain rides may be closed during HalloWeekends.
- Carnival of Carnivorous Clowns, Lore of the Vampire, Camp Gonnagitcha Hatchet and The Fright Zone may not be appropriate for smaller children.
- Guests are not permitted to wear costumes, masks and full-face makeup.

Media Contacts

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Worlds of Fun

Halloween Weekends



This morbid creature awaits its next victim. The fright factor during HalloWeekends at Worlds of Fun is bumped up a few notches with the addition of three new extreme haunts for 2004.
(Worlds of Fun Photo/File)



Detonator riders are lifted skywards at speeds of up to 45 miles per hour before they plummet back to earth. In addition to the extreme haunts guests experience during HalloWeekends, dozens of thrilling rides are included in the price of admission.
(Worlds of Fun Photo/File)

















