

KENNYWOOD MEDIA RELEASE

RELEASE: IMMEDIATE

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PHANTOM'S FRIGHTFUL

FREE FOOD FRENZY!

THE DATE: SATURDAY, SEPTEMBER 22

THE PERK: FREE FOOD

Kennywood amusement park is known for reasonable food prices, but...

Free funnel cake? Free deep fried Oreos? Free ice cream? Free Potato Patch Fries?!?

West Mifflin, PA – Kennywood announces that last year's startling *Free Food Frenzy* will be repeated on Saturday, September 22, at the 2007 *Phantom Fright Nights' Preview*. From 7 PM to 11 PM every guest may eat, drink, and be merry, by devouring ghoulishly delicious food and drink for FREE!

The park's advertising tells the audience: "The Phantom's lost his freakishly fool head!" In 2006, Kennywood President & free food initiator, Peter McAneny, explained it this way:

Phantom Fright Nights builds in attendance as we approach the middle of October thru Halloween. While considering various ways to promote the earlier Preview Night, we remembered countless guests saying, "My personal thrill ride is the Potato Patch!" or, "If only Kennywood sold an 'Eat-All-Day' Pass!" I have no doubt those guests will be thrilled.

This year, Kennywood General Manager, Jerome Gibas confirms that guests were pleased:

We received many compliments and thank you notes following last year's Free Food Frenzy, and numerous requests from individuals and groups to offer the promotion again in 2007. Obviously, the Free Food Frenzy was a hit. So on September 22, if someone isn't brave enough to enter a fearsome haunt, he or she can spend the evening braving only the midways between refreshment stands!

In an effort to balance the "over-eating" that just might take place during the Free Food Frenzy, Kennywood is encouraging guests to bring a donation for the **Greater Pittsburgh Community Food Bank**. Kennywood & Food Bank volunteers will collect canned goods at the front gate.

Following the Preview Night on September 22, *Phantom Fright Nights* continue – minus the Free food – every Friday and Saturday night from September 28 through October 27 from 7 PM to 1 AM, with an extra night of fright on Sunday, October 7 from 7 PM to 11 PM. Haunted attractions include: Villa of the Vampires, Mortem Manor, Fort Despair, Kennyville Cemetery, Gory Park, Captain Skully's Curse in 3-D, the all new Death Valley Haunted Ghost Town... and lots more frights!

Tickets are \$21.00 at the gate. (Tickets may be purchased for \$18.00 at participating Giant Eagle locations. Group rate is \$17.00 per person for 20 guests or more with reservations. Call 412.464.9931 to make group reservations.) No food or beverages may be brought into the park during Fright Nights. Halloween masks, make-up, or costumes are not permitted. *Phantom Fright Nights* is not recommended for children under 13 years of age. For further information, call 412.461.0500 or visit www.phantomfrightnights.com.

You've been warned.

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