



FOR IMMEDIATE RELEASE

Contact:

Sesame Place Public Relations

SPPR@sesameplace.com

215-741-5372

SESAME PLACE TO OPEN COOKIE'S MONSTER LAND IN SPRING 2014

*The "Furry" Land Will Feature New Attractions including: 5 Rides,
a 3-Story Net Climb and Soft Play Area*

Langhorne, PA (Oct. 10, 2013) – *Sesame Place*®, the nation's only theme park based entirely on the award-winning show *Sesame Street*®, will open *Cookie's Monster Land*™, in spring 2014. Cookie Monster will serve as host to all of his monster friends in this colorful and imaginative new land featuring five exciting rides, a three-story net climb and a soft play area for the park's youngest visitors.

Following in the footsteps of the neighboring *Elmo's World* area, everyone's favorite Sesame Street monsters will come together in a fun-filled land with attractions and play areas families can enjoy together throughout the year. The area's feature ride, ***Captain Cookie's High "C's" Adventure***, will take guests around a track with multiple small inclines that mimic the gentle rolling waves of the ocean. On the new ***Oscar's Rotten Rusty Rockets***, guests can join Oscar the Grouch and his best pal Slimey on a space mission in trash-can rocketships. Children 42 inches and taller, can take a ride on ***Honker Dinger Derby***, where colorful cars will move up and down while simultaneously rotating in small and large circles. ***Flying Cookie Jars*** will spin guests around in a giant cookie jar 40 feet above the ground for a monster's eye view of the park. Families can also move and groove across the dance floor in spinning disco ball teacups with everyone's favorite furry monsters on **Monster Mix-Up**.

"Cookie's Monster Land promises to be an exciting addition to Sesame Place, where millions of families have experienced the joy of being a kid – or being a kid again – over the past three and half decades," says Bob Caruso, park president. "At Sesame Place, we are always looking for opportunities to offer our guests exciting and fun experiences, and this large scale renovation through the development of Cookie's Monster Land will do just that."

In addition to rides, the land features a new monster-themed climbing area for all ages to enjoy. Everyone is welcome at the brand new **Monster Clubhouse**, where kids and parents alike will have a monster of a good time climbing and exploring together on this fun filled, 3-story colorful net climb. For kids 5 and under, the new **Mini Monster Clubhouse** is a soft play area where even the youngest explorers can jump, climb, crawl and play. Families looking to refuel will find an expanded menu of grab-and-go meals like sandwiches, fresh fruit and vegetable trays, and juice boxes to satisfy hungry little monsters at the **Cookie's Sometimes Anytime Food Market**. The updated **"1-2-3 Smile with Me!"** interactive photo location also gives kids the chance to share a furry hug and a smile with Cookie Monster and friends.

As the park gears up for the debut of Cookie's Monster Land, visit sesameplace.com or follow *Sesame Place's* social media channels Sesame Place on Facebook and @sesameplace on Twitter for exciting updates and developments leading up to the grand opening celebration in spring 2014.

Guests who wish to enjoy unlimited visits to Sesame Place through December 31, 2014, including *A Very Furry Christmas*, can purchase a 2014 season pass. There are three season pass options starting as low as \$108.00 or six monthly payments of \$18.00. All pass levels include a 30 percent discount on food and merchandise and exclusive pass member events.

###

Ideal for families with young children, Sesame Place is the place where parents and children can share in the spirit of imagination and experience *Sesame Street* together. Sesame Place is located just 30 minutes north of Philadelphia and 90 minutes south of New York City. For more information, call 1-866-GO-4-ELMO or visit www.sesameplace.com

SeaWorld Parks & Entertainment inspires millions, through the power of entertainment, to celebrate, connect with and care for the natural world. The Company has been creating innovative entertainment experiences that blend imagination with nature for more than 50 years and is best known for its 11 U.S. theme parks, attractions that hosted more than 24 million guests in 2012 and include the beloved SeaWorld®, Busch Gardens® and Sesame Place® brands. The parks offer guests a variety of up-close experiences, from animal encounters that invite exploration and appreciation of the natural world, to thrilling rides and spectacular shows. In 2011 SeaWorld Parks & Entertainment began expanding its popular brands into media and entertainment platforms to connect people to nature and animals through movies, television, and digital media; plus began developing new lines of licensed consumer products.

SeaWorld Parks & Entertainment is one of the world's foremost zoological organizations and a global leader in animal welfare, training, husbandry and veterinary care. The Company maintains one of the largest animal collections in the world and has helped lead advances in the care of species in zoological facilities and in the conservation of wild populations. SeaWorld Parks & Entertainment also operates one of the world's most respected programs to rescue, rehabilitate and return to the ocean marine animals that are ill, injured and orphaned. The SeaWorld® rescue team has helped more than 22,000 animals in need over the last four decades.

SeaWorld Parks & Entertainment employs more than 21,000 people nationwide.