

PRESS RELEASE

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PIE-THROWING: A NEW APPROACH TO PJ DAY AT ELITCH GARDENS

DENVER, Colorado (January 27, 2010) – Elitch Gardens, a PARC Management theme park, is participating in an unconventional way this year for Denver's fifth annual PJ Day where businesses can get involved by allowing their employees to wear pajamas for a \$5 donation to Denver's Road Home. Elitch Gardens has taken it a step further and allowed for its maintenance crew, who cannot wear pajamas, to throw pies at the administrative staff.

"Our administrative staff members will be wearing PJs tomorrow. However, due to safety issues, that was not an option for our maintenance crew which makes up half of our full-time staff," explains Elitch Gardens spokesperson Megan Barber. "Instead, they will be able to donate \$5 to throw a pie at their boss!" Therefore, at 1:30 p.m. on Thursday, the maintenance team members, who make your visits to Elitch Gardens safe and enjoyable, will be throwing pies at their manager, Dave Knight, for a \$5 donation.

Furthermore, three members of Elitch Garden's parent company, PARC Management, will also be at the park in their pajamas to celebrate PJ Day in Denver. "This truly is a group that will go to any lengths necessary to help end homelessness," said PARC Senior Director of Marketing Jennifer Mance. "We're excited that we are able to participate in this worthwhile event."

It will definitely be a sight worth seeing, sweet as pie indeed!

ABOUT ELITCH GARDENS –Elitch Gardens is a theme and amusement park located in Denver, Colorado. Elitch Gardens is owned and operated by PARC Management, LLC where it is their mission to create treasured memories for families in a safe, clean, and fun environment.

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