

NEWS RELEASE

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Contest to Crown King and Queen of Scream to be Held at Magic Springs

Magic Screams Royalty will Preside over Ribbon-Cutting to Open 5th Annual Magic Screams Event

HOT SPRINGS NATIONAL PARK, Arkansas (September 16, 2009) – In the eardrum-piercing Halloween tradition of teen scream fright flicks, Magic Springs announces a first-ever open casting call in its monster quest to find this year’s King and Queen of Scream. The spooktacular duo will reign over opening day Magic Screams festivities and receive royal treatment with a prize pack and other perks provided by Magic Springs.

The contest will be held, rain or shine, Saturday, September 26th at 11:00 a.m. at the Magic Springs main entrance. All competitive shriekers should arrive no later than 11:00 a.m. Screamers will be judged by duration, audibility and effectiveness of their screams. The winner in each division will be crowned and together reign as the 2009 King and Queen of Scream.

The Magic Screams royalty will win the chance to have their electric lungs featured in Magic Springs radio and television spots and kick-off the park’s 5th Annual Magic Screams event. The loud couple will “cut the ribbon” with the Greater Hot Springs Chamber of Commerce to open Magic Screams on Saturday, October 3rd. In addition, they will receive 2010 Season Pass Family 4-Packs to Magic Springs, plus have VIP access to all haunted attractions including “House of Fears,” the newest Magic Screams terror attraction containing elements associated with human phobias.

For full details on Magic Screams and Scream contest requirements, please visit www.MagicSprings.com or call 501-624-0100.

Magic Springs & Crystal Falls, operated by PARC Management, LLC, is located at 1701 East Grand Avenue off Highway 70 in Hot Springs National Park, Arkansas. It is a 45-minute drive from Little Rock and within easy driving distance from Memphis, Shreveport, Dallas and Tulsa.

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