

Story Land Opens for Its 70th Celebration Season on Saturday, May 25

Headlined by All-New Moo Lagoon Water Play Area, Full Season of Events, Unique Giveaways and More

Glen, NH (May 21, 2024) – Get ready for a special summer of fun at New Hampshire’s **Story Land**, *The Place Where Fantasy Lives*, opening at 9:30 a.m. this Saturday, May 25 for its 70th Celebration Season. Beginning as soon as the gates open with a three-day scavenger hunt featuring one of the park’s iconic characters, the festivities will run all season long with the debut of the new wet-and-wild **Moo Lagoon** water play area, a **70th Birthday Bash** party with entertainment, the return of beloved **Nostalgia Nights** in July and August, a variety of giveaways, and other highlights honoring the park’s seven decades of family fun.

The celebration starts with a May 25-27 scavenger hunt starring the park’s iconic Rory the Dinosaur – the namesake of Story Land’s *Roar-O-Saurus* wooden roller coaster and *Rory’s Dino-Dash* racing game attraction. Rory plush dolls will be hidden across the park, and every guest who finds one of the triceratops stuffies will be rewarded with two return tickets good for another day at Story Land.

Other special events will include:

- The opening of the all-new **Moo Lagoon** thematic area, anchored by a whimsical water play area with more than 50 interactive spray elements like squirting flowers, a water-spouting tractor, a dump bucket, five water slides for the little ones, three larger water slides extending from a 25-foot-high slide tower, and playful decorative elements like cows wearing sunglasses. Related new farm-themed amenities opening at the same time include a 2,500-square-foot bath house, retail store with swim essentials and a pizza eatery, adding up to the largest single attraction investment in the park’s history.
- A **70th Birthday Bash block party** in the middle of the park on June 22, complete with DJ, balloon art, bubbles, 70th anniversary swag, photo opportunities, and the unveiling of an eye-popping eight-tier birthday cake with three-dimensional depictions of park attractions. After the party, the cake will be on display for the rest of the summer in one of the park’s gift shops.
- Adult-only, after-hours **Nostalgia Nights** where guests are invited to relive their younger years. For three nights only - July 13, 27 and August 10 - visitors aged 21 and up can enjoy meet and greets with their favorite Story Land characters, beer, wine and craft cocktails, a DJ, rides on their favorite attractions and much more.
- A series of **Epic September events** including a Kids Fun Run, Grandparents Day, Sensor Sensitivity Weekend, Safety Awareness Day, and three Hero Appreciation Days offering free admission to all military personnel, first responders, police, firefighters, and emergency medical and medical professionals.

All of these special events join the themed rides, games and live entertainment that have kept Story Land on the map for 70 years. Visitors can enjoy *Cinderella’s Castle* and ride in her *Pumpkin Coach*. They can also take a spin in *Alice’s Tea Cups* – tour the whole park on the *Huff Puff & Whistle Railroad* – conquer *Captain Hook* with tips from *Peter Pan* and *Tinkerbell* – have a blast on thrilling rides like the body-soaking *Raft Ride* and *Bamboo Chutes* – and more.

“Every season at Story Land is magical, but we knew we wanted to raise the bar for our 70th anniversary because it’s such a milestone,” said Chris Kearsing, General Manager. “The planning started over a year ago with the decision to expand the park with the *Moo Lagoon* project, and since then we’ve been building out an event calendar that celebrates our seven decades here in the White Mountains. The result is a great lineup of special activities that add to our legacy of providing topnotch family entertainment for New England residents and visitors.”

Story Land is celebrating the opening of its 70th Celebration Season with a Park Opening Ticket Sale. For a limited time only, tickets are only \$34.99 when you buy four or more. For more information about single day tickets, season passes and related promotions, visit StoryLandNH.com.

About Story Land

Story Land is a 35-acre fairy tale theme park located in New Hampshire's White Mountains. Founded in 1954, the park is one of the oldest children's theme parks in the U.S. and features dozens of themed attractions ranging from live entertainment, games and play areas to roller coasters and other rides. The park is open seasonally each year from late May to mid-October. For more information, visit <https://www.storylandnh.com/> or the park's social media accounts on Facebook, Instagram and TikTok.