

# NEWS RELEASE

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## GIRL AUTHORITY IS COMING TO TOWN

*Ghost Town, that is...*

**Maggie Valley, NC** – Ghost Town in the Sky, North Carolina's mountain top family theme park, will feature the award-winning 9-girl band, Girl Authority, for Memorial Weekend. Girl Authority will perform in Ghost Town's new 500-seat Music Hall on Saturday at 1pm, 2pm and 4pm and Sunday at 12pm, 1pm, and 3:30pm. The cost to attend their shows is included in the admission price for Ghost Town.

Girl Authority is a group of girls (ages 10-15) who go to school, are Girl Scouts, cheerleaders, play sports, play instruments, have fun sleepover parties and just happen to make hit records in their spare time. The girls perform fun-infused cover songs that kids and parents love, as well as all-new original material full of positive messages. Intricate dance choreography and fashion-forward outfits add to the spectacle that is a Girl Authority concert. Come ready to dance and sing along to favorite hits like "Life is a Highway," "Girls Just Want to Have Fun," and "We are Family."

Ghost Town is famous for its Wild-west theme, live-action shows and beautiful setting on top of Buck Mountain, which is elevated over 4000 square feet. The park is nestled at the foot of the Great Smoky Mountains and is 4 miles east of the Blue Ridge Parkway's Milepost 255 in Maggie Valley. Maggie Valley is 14 miles east of Cherokee and 34 miles west of Asheville.

### ***Kid-oriented & Family Events Planned***

This year Ghost Town is featuring more kid-oriented events like Girl Authority and its cartoon and comic-book character series, featuring Sponge Bob, the Care Bears and Curious George. The Marvel Superheroes Spider-man, Iron Man and Hulk already came to Ghost Town for its opening weekend, May 2.

According to the Blue Ridge National Heritage, 82% of overnight travelers and 75% of day trippers do not have anyone under the age of 18 traveling with them. Since Ghost Town is a family theme park and has lots of rides and live-action shows to attract children, Ghost Town officials want to increase the percentage of children and families traveling to Western North Carolina. So far, through Ghost Town's online sales, Ghost Town can attribute over 30% of ticket sales being guests that are ages 3-10, which is higher than the state average for child visitation.

Also in an effort to attract children to the Wild West Theme park, Ghost Town has come up with several online curriculum guides for teachers and principals to be able to download from its website and use in conjunction with the state's guidelines. There are study guides/curriculums for each grade K-8 for different categories like science, math and social studies. More information on class trips with curriculum guides can be found by clicking <http://www.ghosttowninthesky.com/group/school-trips.html>.

Ghost Town has also developed Buck-a-Roo cards, which are free for elementary-aged children. Teachers and principals can receive Buck-A-Roo cards for student incentives like good grades and perfect attendance. A Buck-A-Roo card is valid for one free child's admission.

A day at Ghost Town starts by taking a twenty-minute chairlift ride with 75-degree inclines up the side of a mountain. The multi-level, 90-acre park features live action shows, rides, crafts and live music. Ghost Town originally opened on June 11, 1961 and remained opened until 2002. The landmark re-opened for the first time in five years under new ownership in 2007 and has been a vacation destination for decades.

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