

# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

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## ONE-OF-A-KIND ROLLER COASTER OPENING DELAYED

**Maggie Valley, NC** – The world’s only roller coaster that is literally located on the side of a mountain, the Cliff Hanger, will open next season at Ghost Town in the Sky, Western North Carolina’s mountain top theme park and family destination.

### ***SAFETY IS GHOST TOWN’S FIRST PRIORITY***

Ghost Town recently re-opened on May 25 after a 5-year hiatus while the park was for sale. Although park officials planned on the one-of-a-kind coaster being ready for opening day, extensive restoration and updating safety components have caused delays.

Since the roller coaster was originally built over 20 years ago, originally known as the Red Devil, there have been improvements in coaster safety standards, parts and materials. First, the entire track was gauged to ensure the exact dimensions of the track. Over 14,000 parts and components, not including nuts and bolts, will be used in constructing the cars for the train, and each part had to be redesigned, fabricated and tested even before being assembled. North Carolina Department of Labor officials have been involved in the process of inspections during each stage of assembly. The Cliff Hanger will boast a magnetic brake system to assist the existing air brakes and to improve rider comfort.

This one-of-a-kind roller coaster will have a custom-built train on it. Although there are trains that could have been purchased with standard seat configurations, Ghost Town’s roller coaster will feature all new components and a completely new, one-of-a-kind train that has open-air cars and custom seats. Coaster enthusiasts will be pleased to know that the new train will not use standard over-the-shoulder harnesses. The new seats will utilize ergonomic padded lap bars and retractable seatbelts which were specially engineered and manufactured for the coaster. There is not a train on a roller coaster like it in the world.

Once completed, Ghost Town will need to have adequate run-time and testing for the brand-new train. “We will not compromise the safety of our guests,” states General Manager Bob Cordier, “And ride enthusiasts will certainly appreciate the extra efforts made to make the Cliffhanger better than ever. Aside from the train, the Cliff Hanger is so unique because the station (where guests enter and exit the ride) is built higher than the loop. Riders experience the loop within 7 seconds of beginning the ride!”

Ghost Town offered fans the opportunity to re-name this famous landmark on their website. “We had a great response from our fans. It was a really difficult decision with all the names and choices that were submitted,” said David King, Ghost Town’s Sales and Marketing Manager. The contest

generated over 250 submissions from fans all over the country. Ghost Town's management and staff voted on the name, and the most popular choice was "Cliff Hanger."

The original Red Devil has not only received a new name, but a new look. The roller coaster has been sand blasted from "head to toe," and each individual joint has been thoroughly tested and inspected. The Cliff Hanger features a corn husk yellow track, chili red cars and terminal. These colors are being used throughout the park to keep the theming synonymous with Ghost Town's logo, website and all new collateral.

The Cliff Hanger is located on the side of Buck Mountain and has a top speed of 56 mph. As you leave the terminal, it seems as though you are going to fall off the face of the mountain. An exciting loop generates g-force pressure as you travel 2,063 feet of a fun-filled ride.

### ***Preserving the Heritage***

Ghost Town has worked hard at preserving the "look" and "feel" that its previous guests, dating back to 1961, remember, as well as bringing all the attractions, buildings and rides up to modern-day code. Ghost Town has even taken extra steps and invested more money than has been required to bring the rides up to current working standards to ensure the safety of its guests. Many of the rides are antiques and are much more difficult and timely to restore than to just purchase new rides that are ordinary in theme parks.

"Plowing down the park and starting from scratch would have been a lot easier and a quicker process, but we have chosen to preserve Ghost Town and its historical value. We are very sensitive to maintaining its heritage and giving our guests what they want," states Cordier.

### ***Other Ghost Town Rides and Attractions***

All of Ghost Town's other thrills, shows, music and rides are entertaining thousands of guests daily. "We definitely feel that the re-opening of Ghost Town has had an effect on the number of visitors to our area," said Ashley Mullis of the Maggie Valley Visitor's Bureau, which has seen an increase of 40 percent over last year in the number of people walking through its doors. Jonathan Creek Inn reports being up 25% from last year, running full almost every night.

Everything else scheduled to open in 2007 is now operating with the exception of the antique Scenic Train, which will open August 1, and the Incline Railway.

Ghost Town's Incline Railway is the only one in North Carolina. In conjunction with the chair lift, it will ride its guests up the mountain to the first level of the theme park, Heritage Town Square. The Incline Railway is expected to operate for "Fall Foliage" season (late September). Delays are due to continued safety testing and refurbishment, an all-new cable system, anti-derailment sensors, and an all-new look with acrylic panels and Lexan (unbreakable, clear plastic) roofs to enhance the view of the valley and mountains.

Much of Ghost Town's efforts have also been made to improve "curb appeal" and provide exceptional landscape throughout the 98-acre theme park.

Ghost town in the Sky is now offering daily top-notch family entertainment, featuring the Geronimo Drop tower ride, a new museum, several rides and games, and all new entertainment and live shows. Individual and season pass tickets are now available online at [www.ghosttowninthesky.com](http://www.ghosttowninthesky.com) or at Ghost Town's Welcome Center located at 16 Fie Top Road.