



FOR IMMEDIATE RELEASE:

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Santa and Friends Join 4th of July Celebrations

North Pole, NY, May 15, 2009 – Santa and his friends will be making special appearances at local 4th of July celebrations. Frosty the Snowman, Rowdy the Reindeer, Sam and Sandy Ragdoll and other characters from Santa's Workshop at North Pole, NY, will be marching in Lake Placid's evening 4th of July parade. Santa's festive float will make a special appearance at the daytime parade in nearby Jay, New York.

Santa's Workshop, the timeless fantasy village nestled on Whiteface Mountain in North Pole, NY, will be celebrating its 60 Anniversary all summer long! New summer hours are 10AM to 4PM Tuesday through Saturday, opening Saturday, June 27th for the season.

Santa's Workshop offers kid-friendly rides and activities, unique and handmade specialty shops, and a wide-range of live family-friendly entertainment, including pageants, parades and musical revues.

Kids who visit Santa's Workshop Tuesdays, Thursdays and Saturdays starting July 2nd can join Santa's Breakfast, a buffet-style feast featuring Santa and friends such as Rowdy "The Rascal" Reindeer and Frosty the Snowman. Kids can meet and talk to the jolly old elf, and then go out and enjoy the village.

Santa's Workshop at North Pole, New York, presented by Empire Attractions, LLC, is located on Whiteface Mountain, 12 miles east of Lake Placid, in New York's scenic Adirondack region. For more information, including special event details, seasonal hours, driving directions, and information regarding lodging, weekend packages and discounts, visit our website at NorthPoleNY.com or call 518.946.2211.

Empire Attractions, New York's premier themed events and entertainment provider, proudly owns and operates a variety of venues throughout the State, including the Sterling Renaissance Festival, the Sterling Celtic Rock Festival, and Screamer's Hollow haunted attraction located at the Sterling Festival Grounds in Sterling, NY; Historic Sylvan Beach Amusement Park, Yesterday's Royal, and the Sylvan Beach Screamer Speedboat Thrill Ride, located along Oneida Lake in Sylvan Beach, NY; and Santa's Workshop at North Pole, NY, located on Whiteface Mountain 12 miles east of Lake Placid, NY. For more information on Empire Attractions and its upcoming events, go to EmpireAttractions.com.

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