



**FOR IMMEDIATE RELEASE:
CONTACT:**

- Doug Waterbury, Owner, Empire Attractions, LLC, 1.800.879.4446 Office, 315.593.9677 Cell

Introducing Empire Attractions

NY's Newest Themed Events and Entertainment Provider

Sterling, NY, April 2009 –Doug Waterbury, Oswego-native and well known entrepreneur and business-owner, recently established Empire Attractions, LLC, an umbrella company created to manage Waterbury's numerous entertainment venues and events, including the Sterling Renaissance Festival, the Sterling Celtic Rock Festival, Screamers' Hollow, the Historic Sylvan Beach Amusement Park, Yesterday's Royal, the Sylvan Beach Screamer Speedboat Thrill Ride and Santa's Workshop at North Pole, NY.

"Our goal is to change the way people think about vacationing in New York," said Doug Waterbury, owner of Empire Attractions. "New Yorkers no longer have to travel thousands of miles to find exciting and worthwhile family entertainment—it is all right here in their own backyard."

Waterbury states that he plans to continually add to the list of Empire Attractions venues in years to come.

"This is just the beginning," said Waterbury. "We are in the process of expanding and redeveloping properties and venues to accommodate an even broader range of events throughout all seasons."

Waterbury purchased Santa's Workshop in the spring of 2002, Sylvan Beach Amusement Park and Yesterday's Royal in the spring of 2007, and Sterling Renaissance Festival and Screamers' Hollow just last year. The most recent additions to the list of Empire Attractions venues include, the Celtic Rock Festival, scheduled to debut this August at the Sterling Festival Grounds in Sterling, NY, and the Sylvan Beach Screamer Speedboat Thrill Ride, which opens this summer in Sylvan Beach, NY.

For more information on Empire Attractions and its upcoming events, go to EmpireAttractions.com.

Empire Attractions, New York's premier themed event 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 Screamers' 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, twelve miles east of Lake Placid, NY.

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