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IAAPA NEWS
For Immediate Release
November 17, 2008

Orlando, Florida (United States)— Today, the International Association of Amusement Attractions (IAAPA) announced the winners of its Brass Ring Awards at IAAPA Attraction. The awards honor marketing originality, creativity, and excellence in the attractions in

The Brass Ring Awards are presented in a class system with the following categories:

Class 1a: Amusement parks and waterparks with less than 250,000 visitors; non-profit aquariums, and museums; family entertainment centers; attractions; and concession

Class 1b: Amusement parks and waterparks; for-profit zoos, aquariums, and museum casinos, and resorts with between 250,000 and 500,000 visitors

Class 2: Amusement parks and waterparks; for-profit zoos, aquariums, and museum casinos, and resorts with between 500,000 and one million visitors

Class 3: Amusement parks and waterparks; for-profit zoos, aquariums, and museum casinos, and resorts with between one and two million visitors

Class 4: Amusement and waterparks with more than two million visitors, and FEC cha

The first-place award winners are:

Integrated Marketing Campaign

Class 1a—Adventure Landing; Jacksonville Beach, Florida, United States

Class 1b—Minnesota Zoo; Apple Valley, Minnesota, United States

Class 2—Kidzania de Mexico; Mexico City, Mexico

Class 3—San Diego Zoo's Wild Animal Park; San Diego, California, United States

Class 4—Shenzhen OCT Holding Company; Shenzhen, People's Republic of China

Marketing Collateral

Class 1a—Ghost Town in the Sky; Maggie Valley, North Carolina, United States

Class 1b—Cleveland Metroparks Zoo; Cleveland, Ohio, United States

Class 2—Newport Aquarium; Newport, Kentucky, United States

Class 3—Six Flags St. Louis; Eureka, Missouri, United States

Class 4—Sentosa; Singapore

Online Advertisement

Class 1a—Adventure Landing; Jacksonville Beach, Florida, United States

Class 1b—Minnesota Zoo; Apple Valley, Minnesota, United States

Class 2—Worlds of Fun; Kansas City, Missouri, United States

Class 3—Dorney Park; Allentown, Pennsylvania, United States

Class 4—Niagara Parks Commission; Niagara Falls, Ontario, Canada

Outdoor Advertisement

Class 1a—Waterworld California; Concord, California, United States

Class 1b—Daytona 500 Experience; Daytona Beach, Florida, United States

Class 2—Newport Aquarium; Newport, Kentucky, United States

Class 3—Six Flags Discovery Kingdom; Vallejo, California, United States

Class 4—Ripley Entertainment Inc.; Orlando, Florida, United States

PR Program

Class 1a—Ghost Town in the Sky; Maggie Valley, North Carolina, United States

Class 1b—Minnesota Zoo; Apple Valley, Minnesota, United States

Class 2—Wild Wadi Waterpark; Dubai, United Arab Emirates (UAE)

Class 3—Xcaret; Cancun, Mexico

Class 4—Niagara Parks Commission; Niagara Falls, Ontario, Canada

Print Advertisement

Class 1a—Utah's Hogle Zoo; Salt Lake City, Utah, United States

Class 1b—Dutch Wonderland Family Amusement Park; Lancaster, Pennsylvania, United States

Class 2—Capilano Suspension Bridge; Vancouver, British Columbia, Canada

Class 3—Calgary Zoo; Calgary, Alberta, Canada

Class 4—Santa Cruz Beach Boardwalk; Santa Cruz, California, United States

Radio Commercial

Class 1a—Utah's Hogle Zoo; Salt Lake City, Utah, United States

Class 1b—Denver Zoo; Denver, Colorado, United States

Class 2—Six Flags New England; Agawam, Massachusetts, United States

Class 3—San Diego Zoo's Wild Animal Park; San Diego, California, United States

Class 4—Six Flags Magic Mountain; Valencia, California, United States

Seasonal or Special Event Marketing

Class 1a—Adventure Landing; Jacksonville Beach, Florida, United States

Class 1b—Denver Zoo; Denver, Colorado, United States

Class 2—Wild Wadi Waterpark; Dubai, United Arab Emirates (UAE)

Class 3—Kennedy Space Center Visitor Complex; Kennedy Space Center, Florida, United States

Class 4—Sentosa; Singapore

Television Commercial

Class 1a—Polynesian Cultural Center; Laie, Hawaii, United States

Class 1b—Minnesota Zoo; Apple Valley, Minnesota, United States

Class 2—Worlds of Fun; Kansas City, Missouri, United States

Class 3—San Diego Zoo's Wild Animal Park; San Diego, California, United States

Class 4—Ripley Entertainment Inc.; Orlando, Florida, United States

Web Site

Class 1a—Ghost Town in the Sky; Maggie Valley, North Carolina, United States

Class 1b—Minnesota Zoo; Apple Valley, Minnesota, United States

Class 2—Aquarium of the Bay; San Francisco, California, United States

Class 3—Movie Park Germany; Bottrop, Germany

Class 4—Niagara Parks Commission; Niagara Falls, Ontario, Canada

About IAAPA Attractions Expo 2008

The IAAPA Attractions Expo 2008 is the largest conference and trade show for the amusement and attractions industry in the world. With its theme "Success in Every Direction," the event will feature an estimated 25,000 participants, representing amusement and theme parks, family entertainment centers, waterparks, zoos, aquariums, museums, casinos, resorts, developers, themed designers, consultants, manufacturers, and suppliers, to the Orange County Convention Center, Monday, Nov. 17, through Friday, Nov. 21. The trade show floor will be open Tuesday, Nov. 18, through Friday, Nov. 21.

IAAPA Attractions Expo 2008 offers a solid week of business and fun. More than 1,000 exhibitors will display their products and services in 1 million square feet of exhibit space. The event will feature educational sessions, behind-the-scenes tours, marquee social events, and networking opportunities. This is the marketplace where amusement and attraction industry leaders, decision makers, and visionaries gather to network, view the latest innovations, and plan for the future.

About IAAPA

IAAPA, the International Association of Amusement Parks and Attractions, is the premier association for the attractions industry worldwide. Founded almost 90 years ago, IAAPA is an international trade association for permanently situated amusement facilities and attractions dedicated to the preservation and prosperity of the amusement industry. IAAPA represents

than 4,300 attraction, supplier, and individual members from more than 90 countries.

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