



MEDIA RELEASE

For Immediate Release

MEDIA CONTACTS

Claire Anter; Director of Marketing
(216) 265-2619 | clairev@ixcenter.com

CELEBRATING 30 YEARS OF SMILES, THRILLS AND FAMILY FUN! Spring Break on the North Coast Kicks Off at the I-X Indoor Amusement Park March 29th – April 22nd.

*Tickets to Cleveland's Annual Springtime Event On Sale Friday, February 8th, 2019
Online and at Select Discount Drug Mart Store Locations.*

Cleveland, OH (February 4, 2019) - The **I-X Indoor Amusement Park** celebrates **30** years March 29 - April 22, 2019 at the International Exposition (I-X) Center in Cleveland, Ohio. This annual springtime event offers a full day of smiles, thrills and family fun at a budget-friendly price. Parkgoers can save in advance by purchasing **discount tickets** at select **Discount Drug Mart** store locations. The park, **Cleveland's springtime entertainment** since 1989, is jam-packed with over twenty acres of rides, games, food and attractions all under one roof. There's no better place to blow off some steam, get the kids out of the house, enjoy a funnel cake and make some great memories.

"In celebration of our 30th Anniversary, we are excited to unveil an upgraded ride package that includes 12 NEW rides and even more family entertainment on Beach Street," said Rob Attewell, Show Manager. *"Additionally, we boosted security personnel and procedures while enhancing the park layout with more rest areas so guests have a fun, safe and clean environment where they can make some great family memories."*

Family entertainment is a huge part of the I-X Indoor Amusement Park. The expanded **Beach Street** will be the welcome area for more than 150,000+ attendees and offers a variety of attractions featuring sea lions, magicians, jugglers, street performers and more.

- Children and parents alike will be amazed by the wildly popular **Captain Jimmy's Sea Lion Adventure**. These intelligent playful sea mammals will perform as part of the daily entertainment line-up.
- Watch as **World Renown Sand Sculpture Artist Carl Jara** carves a Beach Street masterpiece live opening weekend.
- **Jungle Terry** brings his animal and reptile friends to entertain and educate families. It's time for your up-close animal encounter with some COOL creatures!
- Heart-pounding and mind-numbing are two experiences you'll feel as you watch escape artist, **Lady Houdini**, perform daily.
- Making a splash this year is **Mermaid Tami** every weekend on Beach Street. See the beautiful colors and majestic world of a mermaid right before your eyes.

- **Roberto the Magnificent** brings his comedy stunt show back with more animation and skill than ever before! Watch as he juggles, balances, and performs jaw-dropping tricks while joking and interacting with the audience.
- The **Amazing Giants**, will go above and beyond with their daily strolling entertainment around Beach Street. Their weekend stage shows features aerial trapeze, interactive hula hoop performances and more!
- Audiences of all ages have been thrilled with **The Magic of David Anthony**. Be the real star of the show with David's on-stage comedy hypnosis and be wowed by his strolling sleight of hand entertainment.

For those seeking an adrenaline rush, **Thrill City** brings on the speed with rides that flip, rotate, drop, spin and fly. Enjoy several new rides including the **Wild Mouse Roller Coaster**, **Frenzy** and **Kamikaze**. The excitement continues with rides like **Vertigo**, **Wild Cat Coaster**, **Zipper**, **Shock Drop** and the I-X Center's very own, **Soaring Eagle Zipline**.

Thrill seekers come in all sizes. The I-X Indoor Amusement Park has tons of fun for the little ones in **Kidzville**, a dedicated children's area that features over 25 rides and a petting zoo. New this year to Kidzville are the **Crazy Cabs**, **Dizzy Dogs** and **Bulgy the Whale** where those pint-sized riders enjoy plenty of their own adventures. Adults will find they can join in on some of the traditional rides too, including the **Fun Slide**, **Charlie Chopper**, **Dragon Wagon**, **Backspin Roller Coaster**, **Grand Carousel**, **I-X Center Ferris Wheel** and many more.

The weekend of April 5th is a celebration of all things Cleveland as the Park welcomes local charities, businesses, performance groups and more during **Community Spotlight Weekend**. On Saturday, April 6th and Sunday, April 7th local performing arts and dance companies add to the celebration with performances by **Body Rocks Dance Studio**, **Move It! Dance Project** and **Route 42 Dance Academy**. **FREE admission** will be offered to all members of **active military, fire, police** and **safety personnel** on Sunday, April 7th. In addition, to our real-life superheroes, **Spiderman**, **Superman**, **Batman** and **Captain America** will be out greeting guests. To find out who qualifies for this discount and additional weekend details visit ixamusementpark.com/community-weekend.

Education Days are April 5, 11 & 12 The I-X Indoor Amusement Park will turn into the most thrilling classroom on the planet with the introduction of Education Days. The Park has partnered with numerous educational organizations including the **Great Lake Science Center**, **Captain Jimmy's Sea Lion Adventure**, **Cleveland Metroparks**, **Holden Forests & Gardens – The Cleveland Botanical Gardens** and others to give students an inside look into how **STEM** concepts apply to the real-world. Find out more at ixamusementpark.com/education-days. **Please note: Education Days are only available to participating schools and not open to the public.**

To celebrate 30 years at the I-X Indoor Amusement Park, pirates, mermaids and more will be taking over the weekend of April 12th! Come celebrate with **Jack Sparrow**, **Mermaid Tami** and catch **Captain Jimmy's Sea Lion Adventure** show. And on Saturday, April 13th from 1:00-3:00pm, attendees will walk away with great prizes including a weekend getaway to the 2019 **Put-in-Bay Pyrate Fest**.

The Amusement Park's four-week extravaganza will end on Monday, April 22 with our annual **Jewish Community Day**. Spring break starts at the I-X Indoor Amusement Park! For a full list of scheduled events, visit ixamusementpark.com. Tickets to the I-X Indoor Amusement Park, the Official Cure for Cabin Fever, go on sale to the public on Friday, February 8th, 2019.

DISCOUNT DRUG MART: Purchase discount tickets in advance at select Discount Drug Mart store locations at the ticketing kiosks at the Cosmetic Department.

- General admission tickets are available for \$21.00 each.
- Family Fun Pack, which includes four general admission tickets and a parking pass, for just \$84.00, while supplies lasts.

GENERAL ADMISSION TICKETS ONLINE: General admission tickets are available for \$22.00 plus a \$1.00 per ticket convenience fee.

GENERAL ADMISSION TICKETS ONLINE AT THE I-X CENTER BOX OFFICE: General admission tickets are available for \$25.00 each; Children less than 48” tall are \$22.00; Seniors 60+ are \$10.00 Saturdays and Sundays and FREE Weekdays; Children 3 and under are FREE.

MILITARY & FIRST RESPONDER DISCOUNT: Military and First Responder discounts are available for both active and retired personnel for \$15.00 each with a limit of four tickets per person. This discount option is only available at the I-X Center Show Office during show hours and proper ID is required for purchase.

GROUP SALES PERKS: Take advantage of our great group perks! Order tickets in advance and save \$6 on your general admission tickets when your group consists of 15 guests more. For more information on group rates (\$19.00/ticket) and to reserve your tickets, contact Scott McGorty, Group Sales Specialist at 216-265-2657 or by email at scottm@ixcenter.com.

HOURS: Opening Day is Friday, March 29th at 11:00am. Dates and times vary. For a listing of all dates, times and events, please visit ixamusementpark.com. The park is closed for selected days - April 1, 2, 8, 9, 10, 15 and 16. Follow the Indoor Amusement Park on Facebook.

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About the I-X Center

The International Exposition (I-X) Center in Cleveland, Ohio is one of the nation’s premier exhibition facilities. It is the largest single building convention center in the United States, comprised of 2.2 million sq. ft. featuring 1.2 million sq. ft. of exhibit space, 30 flexible breakout rooms, a 16,000 sq. ft. grand ballroom, 30 truck docks with drive-in capabilities, state-of-the-art technology and 40 acres of outdoor space. Conveniently located adjacent to Cleveland Hopkins International Airport, the I-X Center is just 15 minutes southwest of downtown Cleveland, with nearby hotels and secure on-site parking for more than 7,000 vehicles. The I-X Center has hosted more than 1,500 events attracting 50 million visitors during the past 30 years. For more information, visit ixcenter.com. Follow the I-X Center on Facebook, Instagram, Twitter and YouTube at [@IXCenterCLE](https://www.facebook.com/IXCenterCLE).