

FOR IMMEDIATE RELEASE:

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Anonymous Donor Challenges PARC to Raise \$10,000 for Haiti Relief Efforts

JACKSONVILLE, Florida (January 20, 2010) – PARC Management, LLC and its not-for-profit partner, PARC Foundation, have been challenged by an anonymous donor to raise \$10,000 for the American Red Cross Relief Efforts in Haiti. To further help the cause, all funds raised by 11:59pm on February 5th via PARC Foundation's website will be matched by this anonymous donor, up to \$10,000. If achieved, \$20,000 will be donated to the American Red Cross for Haiti Relief on behalf of PARC Management and PARC Foundation.

This whole movement is due to a PARC Management employee's internal email. The employee sent an email out to the company informing of the ways to donate to the relief efforts in Haiti. Inspired by the email, PARC Management employees donated their own funds for Haiti Relief and raised \$650 on Friday alone. This outstanding generosity caught the attention of a prominent member of the Jacksonville, Florida community, who wishes to remain anonymous. As the already-devastated Haiti felt an extremely powerful aftershock this morning, the anonymous donor acknowledged PARC Management's original efforts and challenged the employees to raise more.

Anyone may participate by going directly to PARC Foundation's website (www.PARC-Foundation.org) to make donations. Donations can be made by clicking on the "Donate Now!" tab, accessible from any page on PARC Foundation's website. 100% of the donations made via PARC Foundation's website between January 20, 2010 and February 5, 2010 will be donated directly to the American Red Cross. PARC Foundation is a not-for-profit, charitable organization; all donations made to its donation link are tax-deductible, as permitted by law. For additional information, please contact Bob Baldwin at Bob.Baldwin@PARC-Foundation.org.

ABOUT PARC MANAGEMENT – PARC MANAGEMENT is based in Jacksonville, Florida and operates various theme parks, attractions, and entertainment venues across the United States and Canada. Its mission is to create treasured memories for families in a safe, clean, and fun environment.

ABOUT PARC FOUNDATION – PARC FOUNDATION is a not-for-profit entity created to give employees, patrons, vendors, and partners of PARC Management, LLC an inspiring way to give back to their communities. Its mission is to honor God by improving the lives of children and families in the communities served by PARC Management.

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