



News Release

For Immediate Release

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The I-X Indoor Amusement Park Celebrates 21st Season ALL-NEW Big Cat Encounter Shows

(Cleveland, OH) A Cleveland tradition will celebrate its 21st season, the I-X Indoor Amusement Park, presented by Marc's, will run this year from March 26-April 18, 2010. ALL-NEW this year is the Big Cat Encounter featuring six Royal Bengal and Siberian tigers performing 30 minute shows demonstrating their behaviors and activities – all included with the price of admission!

“We are proud to celebrate 21 years of family fun and entertainment this year including an ALL-NEW Big Cat Encounter Show featuring six Royal Bengal and Siberian tigers coming up from Florida,” said, Eric German, executive show director. “We have kept our admission prices the same for the last six years but we always provide first-class entertainment and rides. With the strained economy we want to offer the best family value we have supplied for the past 21 years – and remember, you pay one price and ride all day as many times as you want!”

Thrill City provides thrill-seekers with the ultimate adrenaline rush on 25 rides. **NEW** this year is **Vertigo** – a ride that shoots you to the top while spinning out of control! **Freakout**, takes riders on a stomach-dropping thrill on its rapidly rotating cars. The **Spinning Coaster** with its dazzling lights and dizzying spinning cars will keep hearts pumping, and **Skater** will hoist brave patrons up and swing them around on its manic, giant mechanical arm.

Kraft Kidzville, a dedicated children’s area, has over 25 rides just for kids. The **Wacky Worm**, a BIG kiddie coaster, will delight even the bravest little caterpillar as it reaches heights of two stories as it travels over 100 feet of track. Lots of favorite rides inside will delight the young ones, from the **Antique Cars** to a **Five-lane Giant Slide**. Favorites such as the **Bumble Bee** and the **Dragon Wagon** return, as well as entertainment and activities planned with children in mind.

-more-

OVERVIEW

Add One

Inside **Kraft Kidzville** is the ever popular show just for kids -- the **Backyard Circus**. Bring your camera and watch as children bring this fun animated circus to life – through their imagination. Right next door to the Backyard Circus is our Pet Pavilion filled with tons of furry barnyard animals for children to pet and enjoy.

Come celebrate the richness of our diverse cultural at La Fiesta Latina, presented by Honey Nut Cheerios, Julia De Burgos and Latinocleveland.com. This Hispanic heritage weekend is scheduled for April 17 & 18, with authentic food, and ethnic music and dance.

Be sure to celebrate everything sports at the 2nd annual Ohio SportsFest, March 27 & 28. The Cleveland Browns will provide interactive games as well as other professional, minor league, and semi-pro teams from Northeast Ohio. Plenty of local sports businesses also will be on hand providing information. Come meet your favorite mascots too!

Kick back and enjoy the Rent-A-Center Parents' Pavilion filled with numerous couches and love seats and two big screen TVs and computers. Let the kids play while the parents sit back and relax at the I-X Indoor Amusement Park.

The I-X Indoor Amusement Park is held at the I-X Center in Cleveland, Ohio on Route 237, adjacent to Cleveland Hopkins Airport. It is easily accessible from I-480, I-71 and the Ohio Turnpike. For more information call **1.800.897.3942** or visit us online for deep discounts at www.ixamusementpark.com. General Admission \$19; Children under 48" \$16; Seniors 60+ \$9 Saturdays and Sundays and FREE Monday – Friday; Children 3 and under FREE. \$16 Advance tickets available at MARC'S and AAA; Bring in any Mountain Dew can to the I-X Center Box Office after 3PM Monday through Friday to receive one general admission ticket for just \$13. Restrictions apply.

Hours

Friday, March 26 (Opening Day)	3:00PM -- 10:00PM
Weekdays, March 29 & 30	CLOSED
Wednesday March 31 & Thursday, April 1	3:00 PM – 9:00 PM
Wednesday, April 14 & Thursday, April 15	3:00PM – 9:00 PM
Friday, April 2 & 9	11:00AM-10:00PM
EASTER, APRIL 4	11:00AM-9:00PM
April 5-8 (Spring Break)	11:00AM – 9:00PM
April 12 & 13	CLOSED
Friday, April 16	3pm-10:00 PM
Saturdays	11:00 AM -- 10:00PM
Sundays	11:00 AM-- 9:00PM

Visit our **Press Room for hi-res photos**; click www.ixamusementpark.com

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