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EBAY CHARITY AUCTION OFFERS FIRST RIDES WORLD'S TALLEST WATER RIDE—PILGRIMS PLUNGE—OPENS MAY 2

SANTA CLAUS, IND-----For the next week, visitors to eBay will have the opportunity to bid on riding in the front seat of the very first boat launched from the World's Tallest Water Ride when Holiday World opens for the season on May 2.

Pilgrims Plunge, a classic "shoot the chute" ride, will utilize an open elevator to swiftly lift boats filled with riders 135 feet in the air. The boats will pause briefly and then rapidly descend a world-record 131 feet at a 45-degree angle, creating a wall of water splashing 45 feet high and 90 feet wide.

The charity auction will raise money for food banks in four states, as part of the park's "Feeding Families Food Drive," a two-month effort to collect 200,000 food items for the needy.

"The top five bidders will each win two tickets to opening day, the very first opening-day rides on Pilgrims Plunge, free lunch, plus Pilgrims Plunge beach towels," says Holiday World & Splashin' Safari president Will Koch. "And it's for such a great cause—feeding those in need."

To view this online auction, go to <http://tinyurl.com/131feet>. The link is also available on the park's website www.HolidayWorld.com. The week-long auction runs through Wednesday evening, April 22.

Details about the Feeding Families Food Drive are outlined on Holiday World's website: www.HolidayWorld.com/Give. The frequently-asked-questions section includes special instructions for group-ticket holders, season pass holders, and the park's 2,100 employees.



Holiday World opens for the season on May 2 with the premiere of Pilgrims Plunge, the world's tallest water ride. Both Holiday World and Splashin' Safari will be open daily beginning May 15. For more information, visit the parks' website at www.HolidayWorld.com or call 1-877-463-2645.

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