

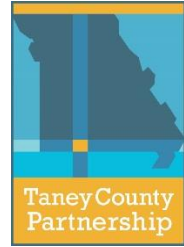
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\$10 Million Dollar Family Adventure Attraction Coming to Branson

BRANSON, MO - Plans are being finalized to open a first-of-its-kind, \$10 million family adventure attraction in Branson, Mo., in the summer of 2016. A press conference and project announcement is scheduled for Tuesday, October 6, when the development team will reveal the name of the attraction and more details. "I am excited for this new family attraction to open on Branson's famous Highway 76," says Mayor Karen Best. "I believe it will have a positive impact on our city and the millions of visitors we host, and I'm looking forward to seeing heavy equipment on-site and sharing more details at the October event."

One of the last remaining properties showing evidence of the 2012 Leap Day Tornado was recently acquired and demolition of the Silver Fountain Inn is scheduled, making way for the new development. "It's been a long time since Branson has seen a project of this magnitude," says Project Manager Billy Ong. "I've been fortunate to work with some of the nation's premier family attractions, and this project will help raise the bar in the family entertainment industry." Jonas Arjes, Executive Director of the Taney County Partnership added, "Along with the addition of 35 new jobs, this is the type of investment we hope to see more of as the city progresses on the 'Spirit of 76' renovation project. Infrastructure improvements attract new business development and right now, Highway 76 is the biggest infrastructure project in the region."

"We've seen an increase in the number of families with children traveling to Branson," said Mayor Best. "Projects like this represent ongoing efforts to ensure Branson remains one of the nation's top leisure destination markets. This is a family friendly concept that will offer many ways to experience memorable and fun moments together while vacationing or celebrating special occasions." Ong adds, "Our goal is to become a place for all members of the family to enjoy. We are excited to be the newest addition to the incredible lineup of things to do in Branson in 2016."

A project announcement and press conference is scheduled for 10:00 a.m. on October 6, at the Silver Fountain Inn located at the intersection of Hwy 76 and Fall Creek Road in Branson, Mo. Project details, including the name of the attraction, building and site plans, and integration with the "Spirit of 76" project will be revealed at that time. For more information or to RSVP for this event, please email Trey Pelz at trey@clearmg.com.

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Clear Entertainment and Marketing Group is the ad agency and marketing group representing this project. Any questions concerning the announcement or other media inquiries may be directed to Clear Marketing.

Taney County Partnership Mission

The Taney County Partnership coordinates and facilitates the development of a strong, diversified and competitive economy in the county. As a public-private partnership, the TCP focuses on addressing the needs and opportunities of existing business, providing assistance to new and expanding businesses, fostering workforce development, supporting an entrepreneurial culture, while advocating for a business-friendly climate in Taney County, Missouri.