

*NOT FOR RELEASE:*

Contact: Nancy Golden  
Paramount's Great America  
617-901-6094  
nancygolden3@gmail.com

**FAMILY ENTERTAINMENT ENTERS A WILD, MESSY ERA AT  
PARAMOUNT'S GREAT AMERICA  
New *NICKELODEON*<sup>®</sup> Themed Area Opens Saturday, March 25**

SANTA CLARA, CA -- What's all this mess about? Paramount's Great America is bubbling and gurgling in anticipation of the opening of its new *NICKELODEON* themed area on Saturday, March 25. A three-acre community for kids, *NICKELODEON*<sup>®</sup> **SPLAT CITY**<sup>™</sup>, explodes with challenging games, interactive events, and participatory play elements based upon the wild, messy, hands-on entertainment popularized by the *NICKELODEON* cable network, the world's only television network for kids. The array of activities culminates at the Green Slime Bowl<sup>™</sup>, a 1400-seat outdoor arena hosting the super sloppy game show, *Mega Mess-a-Mania*<sup>™</sup>. The entire area is powered by every kid's favorite substance--Green Slime<sup>™</sup>.

Green Slime, a signature *NICKELODEON* substance known for its thick and gooey consistency and its unusual properties that require it to be handled much like oil, was first discovered at the park last August in a fissure that mysteriously appeared in a section of pavement. Park officials immediately called upon Nickelodeon Studios in Orlando, Fla., the experts in green ooze, to help formulate plans to contain the mystical, powerful substance. The finding was of such immense proportion that the two companies quickly joined forces to erect a drilling operation atop the site to alleviate the pressure build-up, collect the slime and study its uncontrollable properties. With this park addition, the wonders of Green Slime can be explored and enjoyed like never before by kids and parents alike.

"For some time, our Slimeologists have thought that Green Slime has the potential to exist in places other than Nickelodeon Studios in Orlando," says Scott Davis, general manager of Nickelodeon Studios Florida. "Learning that this is true through our find at the park, we have created a new wave of *NICKELODEON* brand excitement. Now, through *NICKELODEON* **SPLAT CITY**, visitors of all ages can see, feel, touch, and experience the traditional excitement, fantasy and mess of *NICKELODEON* while enjoying some new elements exclusive to this area."

--- more ---

According to David K. Mannix, executive vice president and general manager of Paramount's Great America, "Visiting the park as a family has always been the cornerstone of the Paramount's Great America experience. Now, more than ever, the amount and quality of leisure time is an important family priority. We have filled every corner of *NICKELODEON SPLAT CITY* with exciting and memorable activities that kids and parents can enjoy doing together."

**Highlights of the kid-dedicated attractions in the area include:**

- ***Mega Mess-a-Mania:*** The greatest moments in *NICKELODEON* antics and mess-making from such shows as *Double Dare*<sup>™</sup> and *What Would You Do?*<sup>™</sup> combine to create this hilarious and wacky game show in which everyone participates. The resident Slimeologist and Gakmeister team up with the show's host to lead participants through a variety of stunts and challenges that revolve around GAK<sup>™</sup>, Green Slime, pies, water and general mess. The 30-minute show occurs several times daily, with the unpredictable nature of the events ensuring that no two shows are ever alike.
- ***GAK Kitchen:*** Here, hungry visitors can watch the Gakmeister, Ms. Darla Boogair, concoct the tons of wondrous, messy delectables used on stage in *Mega Mess-a-Mania*. A section of the kitchen is also open for visitors to enjoy a variety of snack foods, including *Green Slime Slushes* and *Gak de Four*.
- ***Green Slime Zone:*** This interactive pipework maze through *SPLAT CITY*'s central slime de-finery operation allows explorers to view the secret Green Slime purification process. Explorers are encouraged to tread carefully as a wrong move may cause a pipe to burst overhead, a stream to unexpectedly gush from nowhere, or a watery spray to hit someone right in the face. Slime Field Control Positions, complete with levers, handles, buttons, and pressure release nozzles, dot the perimeter of the zone and allow the less adventurous to take aim at targets within the maze.

--- more ---

- ***Crystal Slime Aerobic Mining Maze:*** The thrill of “mining” for Green Slime crystals comes alive for both kids and parents in this huge climb structure. An obstacle course within the structure welcomes kids to beat their personal-best times through challenges similar to the basic training activities featured on *Nickelodeon GUTS!*<sup>TM</sup>
- ***Green Slime Transfer Truck:*** Visitors can investigate dials and gauges, turn levers and valves, push buttons, and twist hoses to achieve unpredictable reactions on this specially equipped scientific vehicle. A live show featuring the park’s resident Slimeologist, Professor Greenstain, occurs regularly at the truck with the professor enlisting help from curious onlookers to make scientific tests on field samples of Green Slime.
- ***The Slime Derrick:*** Towering above the area, this 35-foot structure acts as a tremendous pressure relief valve for the relentless force of Green Slime below. At regularly scheduled intervals, natural Green Slime from the earth bursts from the top of the derrick in an awe-inspiring watery spray sure to splatter passers-by. (Note: Beware of the SplatZone. Visitors standing within the zone are bound to get wet when the Slime Derrick erupts!)

Other colorful and inventive attractions in the new area include a Double Dare Slime Shot Challenge game, a Slime Shower photo spot opportunity, and the Green Slime Mining Car Coaster, (formerly known as the Blue Streak). **NICKELODEON SPLAT CITY** is located between the County Fair themed area and Forest-of-Fun children’s area.

#### **OTHER NEW PARK OFFERINGS FOR THE 1995 SEASON**

For 1995, Paramount’s Great America also introduced two new professionally staged shows: ***Paramount on Ice*<sup>TM</sup>: *Legends*** and ***Hanna-Barbera*<sup>®</sup> *Rockapalooza*** show. A mystical ice skating presentation featuring its very own Hollywood spirit, the ghost of Delilah Antiquity, ***Paramount on Ice: Legends*** showcases motion pictures from Hollywood’s golden age. This fascinating ice show takes place in the Paramount Theater and boasts a full cast of talented skaters and spectacular special effects. Younger guests can sing and dance along with their favorite Hanna-Barbera<sup>®</sup> characters at the new children’s ***Hanna-Barbera Rockapalooza*** show at the Puppet Tree Theater in the park’s newly renovated Forest-of-Fun area.

--- more---

### **1995 SEASON GENERAL INFORMATION**

Paramount's Great America is a full-scale family theme park, home to such world-class attractions as the TOP GUN® suspended jet coaster, the DAYS OF THUNDER® auto racing simulator, the *Destiny in Space* giant-screen IMAX movie, and the double-decker *Carousel Columbia*. Located in Santa Clara, Calif., the park is accessible from either Hwy. 101 or Hwy. 237 (exit Great America Parkway).

Paramount's Great America kicks-off its 1995 season on Saturday, March 18. The park is open: spring weekends, Saturday, March 18 through Sunday, May 21; summer daily, Friday, June 2 through Sunday, Aug. 27; and fall weekends, Saturday, Sept. 9 through Sunday, April 23; Memorial Day Weekend, Saturday, May 27 through Monday, May 29; and Labor Day Weekend, Friday, Sept. 1 through Monday, Sept. 4.

General admission for persons aged 7 to 54 is \$25.95. Admissions for seniors 55 and above is \$18.95 and children 3 to 6 (or 48" and under) is \$12.95. Children 2 and under are free. For further park information, call (408) 988-1776.

### **COMPANY PROFILES**

NICKELODEON is one of the largest producers of children's television programming in the world and one of the highest-rated cable networks. *NICKELODEON* is a registered trademark of NTV Networks, a division of Viacom Inc.

Paramount's Great America is one of five North American Paramount parks.

Paramount Parks, a unit of the Blockbuster Entertainment Group welcomes more than 12 million visitors annually to its five premier North American theme parks: Paramount's Kings Island (Cincinnati, Ohio); Paramount's Kings Dominion (Richmond, Va.); Paramount's Great America (Santa Clara, Calif.); Paramount's Carowinds (Charlotte, N.C.); and Paramount Canada's Wonderland (Toronto, Ontario, Canada).

The Blockbuster Entertainment Group (composed of Blockbuster Video, Blockbuster Music, Blockbuster International, Paramount Parks, Spelling Entertainment and Showtime Networks) is a division of Viacom Inc.

Viacom Inc. is one of the world's largest entertainment and publishing companies and a leading force in nearly every segment of the international media marketplace. The operations of Viacom also include MTV Networks, Paramount Pictures, Paramount Television, Simon & Schuster, and Viacom Interactive Media, as well as cable systems, radio and television stations, and movie screens in 11 countries.

###