

PARAMOUNT'S GREAT AMERICA
Nickelodeon Splat City
MEDIA COVERAGE Summary & Samples

BROADCAST:

Bing, Consumer Travel Reports, **Entertainment Tonight**, E! Entertainment, FX Morning Show, The Today Show, **Oprah Winfrey Show**, Bay TV, KDTV (Spanish), KGO-TV (ABC), KNTV-TV (ABC), KOMO-TV (Seattle), KPIX-TV (CBS), KRON-TV (NBC), KSBW-TV (Salinas), KTTV -TV (LA), KTVU-TV(Fox), KTXL-TV (Sacramento)

PRINT:

Amusement Park Bulletin, Antioch DailyDispatch, **Contra Costa Times**, Danville Valley Times, Davis Enterprise, Dixon Tribune, Fairfield Republic, Family Fun Entertainment, Family Fun Magazine, Felton Reporter, Foster City Islander, Fremont, Fresno Bee, Hayward Daily Review, Houston Chronicle, **Los Angeles Times**, Marysville Appeal Democrat, Merced Sun-Star, Modesto Bee, New Jersey Trenton Times, **Oakland Tribune**, Placerville Reporter, Portola Reporter, Pinole Contra Costa Times, Ramon Valley Times, Sacramento Bee, Sacramento Gold River News, **San Francisco Chronicle**, **San Francisco Examiner**, San Jose Business Journal, **San Jose Mercury News**, San Mateo Times, San Rafael/Marin Ind, Silicon Valley Visitors Guide, Silicon Valley BBJ, Soliton (Japanese Magazine), Sonora Union Democrat, Stockton Record, Tracy Press, Turlock Journal, Walnut Creek Contra Costa Times, **USA Today**

RADIO:

KLIV-AM, KPIX-FM, KKIQ, KGO-AM, KHQT-FM, KEX-FMR, KUFY, KWOD, KSJS-FM, KZSU-FM



PHOTO COURTESY OF Splat City. (Left) A woman in a pink costume and (right) a man in a blue costume at Splat City's opening.

SPLAT CITY

Soggy skies get ooze-oriented perk off to a slimy start

By Jeff Clark

For those who don't mind getting their clothes and hair covered in slime, Splat City is the place to go. The event, which is open to all ages, is a fun way to get out of the rain and into a world of ooze.

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Great Events

Splat City - The event, which is open to all ages, is a fun way to get out of the rain and into a world of ooze. The event, which is open to all ages, is a fun way to get out of the rain and into a world of ooze.



PHOTO COURTESY OF Splat City. A person in a red jumpsuit stands on a structure at Splat City's opening.



PHOTO COURTESY OF Splat City. A person in a blue jumpsuit is at Splat City's opening.



PHOTO COURTESY OF Splat City. A person in a green jumpsuit is at Splat City's opening.

Slime Time

Anything you so really need to do is get out of the rain and into a world of ooze.



PHOTO COURTESY OF Splat City. A person in a red jumpsuit is at Splat City's opening.

Don't let the rain get you down. Instead, get out of the rain and into a world of ooze. Splat City is the place to go. The event, which is open to all ages, is a fun way to get out of the rain and into a world of ooze.

VIA SATELLITE
USA TODAY
Life
FRIDAY, MARCH 24, 1995

Theme parks let kids run a-muck

By Greg Miller
USA TODAY

Parents, are you ready for this? Starting Saturday, Paramount parks across the nation open new themed areas for kids designed to recreate the messy, fun-filled world of Splat City, the hit children's TV show.

Theme parks nationwide Splat City opens first at Paramount's Great America in Santa Clara, Calif., then at Six Flags Over Georgia in Virginia, Va., and Kings Island in Ohio (right). Like the cable network show, Splat City is aimed at 5 to 10-year-olds. "It's important to be as silly when kids can't be," says Paramount's Hugh Lewis.

It looks like you'll have a blast. Splat City is a fun way to get out of the rain and into a world of ooze. The event, which is open to all ages, is a fun way to get out of the rain and into a world of ooze.

The Oakland Tribune
SLIME TIME
SATURDAY
The **slime** is sublime
W

Staff photos by [Name]

PHOTO COURTESY OF Splat City. A person in a red jumpsuit is at Splat City's opening.

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 San Francisco
 Examiner
 by [Name]
 Photo by [Name]

EXCURSIONS



Left, 5-year-old Kenneth Wang of Cupertino is overwhelmed by a portion of the Nickelodeon Splat City show. "Mega Man-a-Mania," the resident Caddy Wump, looks on. Below, the Nickelodeon and Mr. Tame Savage welcome Great America visitors to Splat City.

Splat City, the newest attraction at Great America, will open its Gak-infested



GREEN SLIME ZONE DEFINERY

Splat City: For the young and the slimeless

Great America's new Splat City is a colorful, interactive playground for kids. The attraction features a variety of activities, including a water play area, a maze, and a game area. The show is hosted by Caddy Wump, a character from the Nickelodeon cartoon "The Ren & Stimpy Show." The show is a mix of comedy and slapstick, with Caddy Wump and his friends getting into various predicaments. The show is a great way for kids to have fun and learn about the Nickelodeon universe.

Green Slime Zone is an interactive playground for kids. The attraction features a variety of activities, including a water play area, a maze, and a game area. The show is hosted by Caddy Wump, a character from the Nickelodeon cartoon "The Ren & Stimpy Show." The show is a mix of comedy and slapstick, with Caddy Wump and his friends getting into various predicaments. The show is a great way for kids to have fun and learn about the Nickelodeon universe.

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FAMILY FUN

Coloring book just for you
 A few years ago, Greg Heffley, a Sacramento eighth grader, was trying to come up with a gift idea for his young cousin, "Whisper" (after her, not his dog). "Start to do, draw for it."



That excited cousin, who became a creative genius at drawing, was Greg Heffley. He and his sister, Lacey, are the main characters in the "Diary of a Wimpy Kid" series. The books are a mix of humor and adventure, with Greg Heffley and Lacey getting into various predicaments. The books are a great way for kids to have fun and learn about the Nickelodeon universe.

Look before his leap
 While the actual "leap" in Splat City play area, it's the children's quest for the "Gak" that's the real fun. Parents might want to keep an eye on their kids, as the "Gak" is a sticky, gooey substance that can be messy. The "Gak" is a mix of humor and adventure, with Greg Heffley and Lacey getting into various predicaments. The books are a great way for kids to have fun and learn about the Nickelodeon universe.

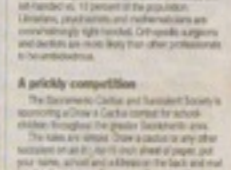
entertainment is always a good idea. Check out the new "Splat City" attraction at Great America. The show is a mix of comedy and slapstick, with Caddy Wump and his friends getting into various predicaments. The show is a great way for kids to have fun and learn about the Nickelodeon universe.



Slime relieves at Splat City

Parents, are you ready for Splat City? Nickelodeon's Great America Splat City has a new attraction for kids. The attraction features a variety of activities, including a water play area, a maze, and a game area. The show is hosted by Caddy Wump, a character from the Nickelodeon cartoon "The Ren & Stimpy Show." The show is a mix of comedy and slapstick, with Caddy Wump and his friends getting into various predicaments. The show is a great way for kids to have fun and learn about the Nickelodeon universe.

Made in the right way?
 Caddy Wump may be a character, but whether people are right or left-handed, a character's identity is not defined by it. About 20 percent of all people are left-handed, and 20 percent of all people are right-handed. This means that about 40 percent of all people are either left-handed or right-handed. This is a mix of humor and adventure, with Greg Heffley and Lacey getting into various predicaments. The books are a great way for kids to have fun and learn about the Nickelodeon universe.



A quicky competition

The Sacramento-Carlin and Sacramento-Sutter's sponsoring Great America Splat City has a new attraction for kids. The attraction features a variety of activities, including a water play area, a maze, and a game area. The show is hosted by Caddy Wump, a character from the Nickelodeon cartoon "The Ren & Stimpy Show." The show is a mix of comedy and slapstick, with Caddy Wump and his friends getting into various predicaments. The show is a great way for kids to have fun and learn about the Nickelodeon universe.

Nuclear family methods
 What is the most likely to happen? According to a recent study conducted in the Los Angeles area, 50 percent of all children are left-handed. This means that about 50 percent of all children are either left-handed or right-handed. This is a mix of humor and adventure, with Greg Heffley and Lacey getting into various predicaments. The books are a great way for kids to have fun and learn about the Nickelodeon universe.

EXCURSIONS

YOUR TICKET OUTTA HERE

Map showing the location of Splat City at Great America. The map includes the San Francisco Bay Area and the location of Great America in Santa Clara. The attraction is a mix of comedy and slapstick, with Caddy Wump and his friends getting into various predicaments. The show is a great way for kids to have fun and learn about the Nickelodeon universe.

Special to the
 San Francisco
 Examiner
 by [Name]
 Photo by [Name]

It's one big, ooey gooey mess

SANTA CLARA — It's a colorful, gurgling, three-acre playground for kids. It's open with games, interactive events and participatory play made famous by the popular cable network Nickelodeon. Splat City at Paramount's Great America opens Saturday with every kid's favorite television "Green Slime."



Green Slime Zone is an interactive playground for kids. The attraction features a variety of activities, including a water play area, a maze, and a game area. The show is hosted by Caddy Wump, a character from the Nickelodeon cartoon "The Ren & Stimpy Show." The show is a mix of comedy and slapstick, with Caddy Wump and his friends getting into various predicaments. The show is a great way for kids to have fun and learn about the Nickelodeon universe.

Proposals of the left-oriented element say Green Slime appears "naturally" in nature. It was "discovered" in Great America by August of 1984 when a lizard mysteriously appeared in a section of pavement at the park. The discovery led the staff to joint efforts between Paramount and Nickelodeon Studios in Orlando, Fla.

created a new wave of Nickelodeon-based entertainment. Now, through Splat City, visitors of all ages can see, feel, touch and experience the traditional environment, fantasy and sense of "Nickelodeon."

Splat City is the newest attraction to Paramount's Great America and joins perennial favorites such as The Gun, Days of Thunder, Tornado and Downfall roller rides and WhiteWater Falls and Rip Raring Rapids water rides. Also new to the park this year is a daylong playland called Forest of Fun, which is geared down for children.

NEON GREEN SLIME



David B. Baskin, Great America's general manager, doesn't seem to mind that he's just had more green paintball-like slimes poured over him by Splat City's general manager, Nickelodeon Studios, Orlando, Fla. In front of several thousand people at Great America in Santa Clara, it was a stunt to make Nickelodeon and Nickelodeon's three-acre theme park, Splat City, America's in 1986. It will be similar to the one at Nickelodeon Studios in Orlando. The new venture results from Viacom Inc., the cable company, which owns the Nickelodeon TV channel, purchasing Paramount Communications in July this year. Paramount Communications bought Great America in August 1985.



Kids wallow in the slime at California theme park

At Universal's Great Inland SeaWorld, the only stand-up... Kids wallow in the slime at California theme park... The Great Inland SeaWorld... Kids wallow in the slime at California theme park... Kids wallow in the slime at California theme park...

San Francisco, CA
San Francisco, CA
San Francisco, CA

7/21 & 7/28

IT'S NOT EASY BEING GREEN



"Tonight" was the highlight... "It will be..."

Family Fun Special Issue

SUMMER VACATION

Get Outdoors

Get Outdoors... Splat City... It's a Seal... Kids find liquid assets fun... Various small articles and photos related to summer fun and outdoor activities.

Entertainment

The TV veterans are

sitcom stars find chemistry on the set of their new series... Fair play? Magazine won't run book ad... The TV veterans are sitcom stars find chemistry on the set of their new series...



Green slime and other... The evolution of... Kids find liquid assets fun... Various news items and entertainment reports.

TOP GUN

FAMILY ENTERTAINMENT... PARAMOUNT'S GREAT AMERICA... Advertisement for the movie Top Gun, featuring a jet and a pilot.



Kids find liquid assets fun

WILMINE... Kids find liquid assets fun... A child's experiment with liquid assets... Kids find liquid assets fun... Kids find liquid assets fun...

HEALTH CARE ROUNDUP

latest and greatest of Pediatric... Dr. White, whose patients included... Health care roundup... Latest and greatest of Pediatric...

Viacom oozing with park success

By TONY KONTZER... Viacom oozing with park success... The influence of Viacom... Viacom oozing with park success...

Sacramento, CA... Great America opens Saturday... Advertisement for Great America theme park, including dates and location information.