

Media Release

FOR IMMEDIATE RELEASE

One-of-a-Kind Giant Observation Wheel Debuts

The Niagara SkyWheel ushers in a new generation of Ferris wheel

[Niagara Falls, Ontario] – It's big, it's round, it spins! Canada's largest observation wheel is now open. At 175 feet tall (53 metres), the Niagara SkyWheel is the newest, most exciting way to see Niagara Falls. The Niagara SkyWheel is the latest addition of quality amusements to HOCO Entertainment and Resorts and promises a boost to the popular Clifton Hill tourism and family entertainment area.

The Niagara SkyWheel is a world-class ride featuring fully enclosed gondolas, each equipped with heating and air conditioning for year-round comfort and enjoyment. Large UV protected, non-reflective glass reduces glare - perfect for taking pictures. Passenger boarding is swift at six gondolas at a time – each capable of carrying up to eight passengers.

Visitors seeking a unique sightseeing opportunity will be treated to breathtaking views of the Horseshoe and American Falls, the City and beyond. The ride duration varies from 12 to 15 minutes with spectacular aerial views for miles in every direction. Daytime rides and night rides will each offer captivating experiences of their own,

Giant wheels are growing in popularity throughout the world since the London Eye was built in England as a millennium project. The World's giant wheels at other famous tourism locales have been smashing visitor records for single attractions. "The Niagara SkyWheel represents a \$10 million dollar investment designed to ensure the long-term vitality of Clifton Hill as the street of Fun by the Falls," notes Harry Oakes, president of HOCO Entertainment and Resorts.

Designed by Ronald Bussink Professional Rides of Switzerland and manufactured by Chance Rides in Wichita, Kansas, the Niagara SkyWheel has been an international partnership. The gondolas were manufactured in Switzerland and supplied by CWA, a worldwide supplier of ski lift gondolas. The axle, spokes and rings were manufactured in Germany and Chance Rides supplied the tower legs. High tech control systems were designed and built by Siemens.

The Niagara SkyWheel is open all year long. Daily operating hours are 9:00 am to 1:00 am. Tickets are \$9.99 for adults and \$5.99 for children under 10. Tickets can be purchased on site or call 905.358.4793. For package information, visit www.cliftonhill.com.

-30-

Photos and Media ride pass available at: www.cliftonhill.com/media/skywheel
For Media inquiries or to make arrangements for photography, please contact:

Patrick Clary, Director of Marketing
HOCO Entertainment and Resorts
4960 Clifton Hill, P.O. Box 60
Niagara Falls, ON L2E 6S8
Tel: 905.357.5911 xt. 4777
pclary@cliftonhill.com

