



For Immediate Release
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**DOLLYWOOD READIES FOR HISTORICAL ANNOUNCEMENT
DURING SEPT. 4 BOOMSDAY CELEBRATION;
CONTEST OFFERS LIFETIME PASSES FOR WINNER**

PIGEON FORGE, Tenn.—The biggest announcement in Dollywood theme park's 26-year history will be made at this year's Boomsday Festival in Knoxville on Sunday, Sept. 4.

Boomsday has evolved into Knoxville's signature event, bringing more than 400,000 visitors to the city's riverfront for the nation's largest Labor Day fireworks display which begins at approximately 9:30 p.m. Dollywood's announcement is a key element of this year's event.

"Anticipation has been building for months, and I think Boomsday is the perfect occasion to unveil Dollywood's biggest plans ever," said Dolly Parton. "I'm as tight-lipped as can be but I will tell folks one thing: keep an eye toward the sky on Sept. 4 because we're going to light it up with my big secret in a very explosive fashion." Parton currently is amid her 2011 Better Day World Tour and will not be in attendance at the event.

During the fireworks display, Dollywood will reveal plans for its 2012 season. Boomsday attendees and those who watch the simulcast on WBIR Channel 10 or live streaming on www.dollywood2012.com are encouraged to text the name of the attraction they will see in the sky to 87654. Those who submit the correct answer are entered to win a grand prize package which includes a meet and greet with Dolly Parton, an opportunity to be the first to ride the new attraction at Dollywood's March 2012 grand opening, and lifetime Dollywood passes (for up to seven additional family members residing at the same address as the winner; other restrictions apply.)

Dollywood is a 150-acre family adventure park in Pigeon Forge, Tenn., and the reigning Applause Award winner, the theme park industry's most prestigious honor. Open nine months a year (March 26-Dec. 30), Dollywood offers more than 40 rides and attractions; award-winning live entertainment featuring country, bluegrass, gospel and mountain music; and a dozen crafters authentic to the East Tennessee region. For more information, call 1-800-DOLLYWOOD or visit dollywood.com. Operating days and hours vary.

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