



FOR IMMEDIATE RELEASE

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Boomers Fresno to Hold Holiday Food Drive to Benefit The Central Valley Ronald McDonald House

October, 2012 – *Fresno, CA* – Boomers Family Entertainment Center in Fresno is holding its 1st Annual Holiday Food Drive to benefit Ronald McDonald House Charities of Central California. This year, Boomers is asking the public to join them in stocking the shelves of the Central Valley Ronald McDonald House for the holidays.

Non-perishable food items that are not beyond their expiration date may be dropped off Monday through Friday during regular business hours at Boomers, located at 7354 N. Abby Street in Fresno. Visit BoomersParks.com for full park operating hours and more details.

The food drive will begin on November 1, 2012 and will continue through December 20, 2012. Boomers will deliver the food to the Central Valley Ronald McDonald House on November 21, in time for Thanksgiving and on December 21, in time for Christmas!

Guests who bring in 5 or more non-perishable food items will receive \$10 off of a Boomers 4-hour Unlimited Play Pass valued at \$24.99 (some restrictions apply). The Unlimited Play Pass is valid for 4-Hours Unlimited Go Karts, Miniature Golf, Laser Tag, Bumper Boats, Rock Wall, Rookie Track. For more information please call Boomers Group Sales at 559-432-9684.

About Palace Entertainment

Palace Entertainment owns and operates 40 theme parks, water parks and family entertainment centers nationwide, including Raging Waters, Kennywood, Idlewild, Boomers, and Story Land. The company entertains millions of guests annually and is one of the largest park operators in the US. For more information, visit palaceentertainment.com.

About Ronald McDonald House Charities of the Central Valley

Ronald McDonald House Charities® provides a "home away from home" and resources to children and their families. Our wish is to be a refuge for families who are trying to cope with the physical, emotional and financial burdens of having a seriously ill child. Parents do not have to sleep in hospital waiting rooms or bear the expense and loneliness of motel lodging. At the House they have an extended family - other house guests - who are experiencing some of the same fears and concerns and who are able to offer emotional support and a sympathetic ear. Our goal is to provide comfort, hope, and relief so that families can focus the entirety of their energies on getting their children well.

We strive to be part of the solution in positively improving the lives of children and their families. The Central Valley Ronald McDonald House directly serves 9 counties throughout the Central Valley. We have 26 years of experience in providing comfort and support to thousands of families a year. Our house operates 365 days a year, 24 hours a day with accountability toward giving our families the ability to focus their energy on getting their children well.

