

THE RIDE

NEW YORK'S NEWEST HIT PUTS ON A HOLIDAY SPIN

Seasonal costumes and music, and panoramic views of holiday lights make critically acclaimed THE RIDE a perfect family treat.

NEW YORK – November 12, 2010 – The city's newest entertainment experience – *THE RIDE* – gets a seasonal update this month designed to give patrons a new perspective on New York City during the holidays. Starting Nov. 22 *THE RIDE*'s 4.5-mile journey through midtown Manhattan on a 49-seat travelling theater will incorporate Christmas-themed surprises, music, and performances into a critically acclaimed live show that unfolds on the streets.

“The streets of New York have the most beautiful holiday sights and sounds you’ve ever seen, and *THE RIDE* gives you a front-row seat to it all,” says President and Chief Executive Officer Jonathan Danforth. “From holiday music and surprise Santa appearances to a Nutcracker-inspired dance in Columbus Circle, *THE RIDE* is the best way to experience the beauty and excitement of New York all season long.”

THE RIDE's custom vehicles have stadium seats; riders face sideways to look through floor-to-rooftop windows that make the streets, crowds, and building façades feel like a show designed just for them. On-board hosts lead audiences through midtown Manhattan, comment on the area's history and sites, and incorporate performers along the route who entertain and interact with passengers. *THE RIDE* was created by Brooklyn-based entertainment entrepreneur Michael Counts, written by John Bobey, and directed by Daniel Goldstein.

HOLIDAY SCHEDULE

THE RIDE is a 75-minute experience that departs numerous times each day from its home base at the New York Marriott Marquis, 1535 Broadway at 46th Street. A full holiday schedule is available at www.experiencetheride.com. *THE RIDE* operates year-round.

TICKETS

Tickets are \$59 Non-Peak and \$65 Peak. Tickets can be purchased 3 ways:

- Online at www.experiencetheride.com
- By phone at 866-299-9682; and
- In person at the box office at 1535 Broadway between 45th and 46th Streets. Box office open 11 a.m.-8 p.m. daily except Christmas Day.
- Group Discounts and Corporate Packages also available. Call 866-299-9682 or visit www.experiencetheride.com

PRAISE FOR THE RIDE

- “All tour buses should be built this way. Fasten your seatbelts and embrace the city.” – *The New York Times*
- “*THE RIDE* is like no other...A multimedia spectacle.” – *Dallas Morning News*
- “Hilarious and amazing...I can't imagine a better introduction to Manhattan.” – *Connecticut Post*
- “Blurs the line between reality and fiction.” – *New Jersey Star-Ledger*
- “It's the coolest thing! I give it a thumbs-up!” – *Big Daddy Graham, WIP-AM, Philadelphia*
- “Twelve-year-olds may be the toughest market for entertainers. *THE RIDE* passed the test for my jaded, 12-going-on-25 daughter.” – *TravellingMom.com*

MEDIA CONTACTS

THE RIDE is open for media reviews. Photos and video b-roll of *THE RIDE* are available. Contact for more details.

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