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Silver Dollar City Inc. undergoes name change

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Silver Dollar City Inc., which op-
erates theme park and family en-
tertainment facilities in four states,
has changed its name to **Hers-
chend Family Entertainment
Corp.**

The Branson-based, family-
owned company was founded by
Hugo and Mary Herschend, who
opened Silver Dollar City in 1960
after a long affiliation with the na-
tional natural landmark **Marvel
Cave.**

One son, Jack Herschend, recent-
ly retired as chairman of the board.
Son Peter Herschend is vice chair-
man.

The company this summer an-
nounced construction of **Celebra-
tion City** in Branson, a \$40 million,
112-acre nighttime amusement

park that will stay open until 11
p.m.

The project, slated to open in
Spring 2003, will feature 20 rides,
including a wooden roller coaster
and carnival favorites such as go-
karts, Tilt-a-Whirl and a Ferris
wheel. The park will be themed to
the 1950s with a restaurant and
nine other dining options, 10 retail
shops and entertainment venues.

The company's 14 properties in-
clude partnerships with Dolly Par-
ton and **Dollywood** in Pigeon
Forge, Tenn., **Stone Mountain Park**
in Atlanta and the **Dixie Stampede**
attractions in Myrtle Beach and Or-
lando.

For more information: [www.
silverdollarcity.com](http://www.silverdollarcity.com).

— Rick Alm/The Star

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