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Children's Fairyland Ushers in New Year with Milestones

Special Funding and Airport Presence Benefit Oakland's Venerable Storybook Theme Park

OAKLAND, Calif. – March 12, 2007 – Children's Fairyland, the charming storybook-themed park next to Lake Merritt in Oakland, rang in the New Year with a series of significant developments.

Special Grants Support Year-Round Art Projects and Facilities Upgrades

Children's Fairyland received two prestigious grants to support important park initiatives. The first came from Every Child Counts, the state-funded First 5 program improving the lives of Alameda County's young children and their families. This \$20,000 grant will allow Fairyland to significantly upgrade its facilities and lighting. Additional funding from this agency underwrites the visits of more than 6,000 low-income children to the park each year, allowing them to take advantage of the educational and recreational benefits of Fairyland. The second \$13,000 grant came from Macy's and will support the park's weekend arts and crafts program for the entire year.

New Kiosk at Oakland International Airport – Fairy Wings Made for Flying

A new kiosk featuring Children's Fairyland has opened in Southwest Airlines' new annex, in a retail space called "Under a Silver Moon." When new concessions operator HMS Host won the OAK contract, Fairyland was asked to partner in creating a retail destination featuring an array of the park's most popular items for children. Fairyland shares the store space with the Oakland Zoo, another Oakland jewel. Fairyland will represent Oakland as one of the first icons visitors see when they pass through the new Southwest terminal.

Executive Director Honored with "Heroes for Hospitality" Lifetime Achievement Award

Last December, Fairyland executive director C.J. Hirschfield was honored at a dinner hosted by the Oakland Convention and Visitor's Bureau (OCVB), where she was bestowed with OCVB's annual "Heroes for Hospitality" lifetime achievement award. Citing Ms. Hirschfield's tenacity toward partnering with civic and corporate sponsors to revamp Fairyland, the OCVB noted

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Children's Fairyland is once again a regular "to do" destination point for educational recreation on the calendar of many Bay Area Parents.

Key Hire: Ann Hyde, Operations Manager

In an effort to maintain and expand Fairyland's many new and planned upgrades, Ann Hyde has been hired as operations manager. Bringing 21 years experience as a construction and maintenance manager with the City of Oakland, Ms. Hyde's new role at Fairyland brings her career full-circle. Her first project with the City in 1977 was a painting assignment at the park. Ms. Hyde's goal is to continue to restore Fairyland to its original, polished splendor.

About Children's Fairyland

A non-profit organization, Children's Fairyland is the oldest storybook theme park in America. Since 1950, Fairyland is renowned for stimulating children's imaginations, creativity and desire to learn through multi-cultural and multi-lingual programs, including fairytales, sets, play-acting, storytelling, reading and animals. www.fairyland.org

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