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## OPENING NIGHT! MONSTER TRUCKS! MERMAID PARADE! HEADS UP NYC: **THE CONEY ISLAND BOOM A RING OPENS JUNE 18!**

*The Greatest Show On Earth® Officially Arrives In Brooklyn – In Spectacular Circus Style!*

### FOR IMMEDIATE RELEASE

June 16, 2009 (Brooklyn, NY) – The big week is finally here! Feld Entertainment, parent company of *Ringling Bros. and Barnum & Bailey®* ([www.Ringling.com/ConeyIsland](http://www.Ringling.com/ConeyIsland)), has announced a sensational series of celebrations supporting the June 18 opening of the summer-long seaside circus spectacular, *The Coney Island BOOM A RING!*

"This is an historic time for The Greatest Show On Earth and for Coney Island," said Stephen C. Yaros, Feld Entertainment's VP of Event Marketing and Sales, Northeast Region. "Somewhere, P.T. Barnum and the Ringling brothers are smiling and I dare say the spirits of Luna Park and Steeplechase Park are happy, too. People keep telling me that the future of Coney Island hasn't looked so bright in years! When they ask me about what it's like in Coney right now, I have a one-word answer: Awesome!"

Major events scheduled for the week include:

**OPENING NIGHT!** The official opening night performance of *The Coney Island BOOM A RING* takes place Thursday, June 18, at 7:00 p.m. and will feature a special "Salute to Coney Island."

**MONSTER TRUCKS!** *Ringling Bros.®* ticketholders will have exclusive access to see two of the most famous Monster Jam® monster trucks in the world up close, courtesy of Feld Motor Sports! Fans of all ages will have the opportunity to get autographs from Dennis Anderson, world-renowned creator and driver of Grave Digger®, and Chad Fortune, driver of the Superman™ monster truck.

**THE MERMAID PARADE!** The world-famous Coney Island Mermaid Parade, the nation's largest art parade, takes place Saturday, June 20, at 2:00 p.m. Not only will performers from *The Coney Island BOOM A RING* be participating in the parade, but Monster Jam's Blue Thunder® – courtesy of Feld Motor Sports – will kick off the 2009 Mermaid Parade in (very) loud style!

**BUT WAIT – THERE'S MORE!** Look for performers from Coney Island U.S.A. to participate in the all-access pre-show for the 6:30 p.m. performance on Saturday, June 20 – a show for which Coney Island U.S.A. Artistic Director Dick Zigun will serve as special guest Ringmaster.

For a complete schedule of performances and more information on *The Coney Island BOOM A RING*, including ticket sales, visit [www.Ringling.com/ConeyIsland](http://www.Ringling.com/ConeyIsland), or call 1-800-745-3000. Group orders are available through "Group Sales Box Office" at 800-223-7565 or [BestofBroadway.com](http://BestofBroadway.com).

Follow *The Coney Island BOOM A RING* [on Facebook](#) and [on Twitter](#).

Access a comprehensive set of media materials at [www.Ringling.com/ConeyIslandMedia](http://www.Ringling.com/ConeyIslandMedia).

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### About *The Coney Island BOOM A RING*

*The Greatest Show On Earth®* hits the boardwalk this summer for the very first time in its 139-year history! *Ringling Bros. and Barnum & Bailey®* presents *The Coney Island BOOM A RING*, an action-packed seaside circus spectacular in which the energy bursts out of the ring, into the audience and ricochets back to electrify the *Ringling Bros.®* performers. Circus-goers will enjoy an up-close and personal experience in a comfortable air-conditioned tent featuring beautiful white tigers, majestic Asian elephants and thrilling acrobats from around the world. *The Coney Island BOOM A RING* action bounces from one high-energy act to the next, featuring a daring crossbow demonstration that takes archery to new extremes, a globe of steel in which whizzing motorcyclists orbit at speeds of 65 miles an hour and a gravity-defying performance on the whirling Wheel of Steel. The circus is a cornerstone of the New York City summer and *The Coney Island BOOM A RING* is a one-of-a-kind experience that will engage all the senses while providing *Children Of All Ages* with a day at *The Greatest Show On Earth* they never imagined possible!

### About Feld Motor Sports™

Feld Motor Sports, Inc. is the world leader in specialized arena and stadium-based motor sports entertainment. Feld Motor Sports, Inc. productions include Monster Jam®, Monster Energy® Supercross, AMA Arenacross Series, Freestyle Motocross, and IHRA® Nitro Jam®. Feld Motor Sports, Inc. is a division of Feld Entertainment, the world's largest producer of live family entertainment. For more information on Feld Entertainment, visit [www.feldentertainment.com](http://www.feldentertainment.com).

### About Feld Entertainment, Inc.

Feld Entertainment is the worldwide leader in producing and presenting live entertainment experiences that lift the human spirit and create indelible memories, with 30 million people in attendance at its shows each year. Feld Entertainment's productions have appeared in more than 60 countries on six continents and include *Ringling Bros. and Barnum & Bailey*, *Feld Motor Sports*, *Disney On Ice* and *Disney Live!* More information on Feld Entertainment is available at [www.feldentertainment.com](http://www.feldentertainment.com).