



## **KNOTT'S PARTNERS WITH SUSAN G. KOMEN FOR A THIRD YEAR**

*The Park Will Offer A Special "Pink" Ticket & Merchandise,  
Benefiting Susan G. Komen® Orange County*

**Buena Park, CA (Jan. 2016)** – Knott's Berry Farm and [Susan G. Komen Orange County](#) are partnering, for a third year, to raise money for breast cancer awareness, services and research by offering a special "Pink Ticket" and limited edition "pink" t-shirt, January 4 through March 18.

The 2016 campaign will focus on the promise that Komen founder Nancy G. Brinker made to her dying sister, Susan G. Komen: that she would do everything in her power to end breast cancer forever. In 1982, Brinker's promise fueled the launch of Susan G. Komen®, a global movement that has grown into the world's largest nonprofit source of funding for the fight against breast cancer. In an effort to spread awareness, Knott's Berry Farm and Komen Orange County invite guests to share their "for the cure" promises during the charitable promotion. Guests can learn more about ways to share their promise at [knotts.com/promise](http://knotts.com/promise) or by using #KnottsPink on social media platforms.

"Knott's authenticity and commitment to helping us get one step closer to a world without breast cancer is exactly what we look for in our community partners," said Stacy Davis, interim executive director of Komen Orange County. "As we celebrate our 25th year as an Affiliate, we couldn't have asked for a better way to spotlight our work, born from one sister's promise, to now a worldwide initiative aimed at saving more lives."

The promotion will provide guests with the opportunity to enjoy Knott's world-class entertainment, attractions and specially themed "pink" décor, while supporting a great cause. Special rides and landmarks inside of the theme park will glow pink in honor of the promotion, and limited edition, custom designed "pink" t-shirts will be available for purchase.

"In partnership with Susan G. Komen Orange County, Knott's Berry Farm helped raise \$230k over the past two years," said Raffi Kaprelyan, vice president and general manager of Knott's Berry Farm. "We couldn't be more proud of the unwavering support our park guests, Komen Orange County and employees showed throughout the impactful promotion. We are looking

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forward to coming together with Komen Orange County once again to advance women's health and raise money and awareness to fight breast cancer."

The partnership, which originally began in 2013, will once again align two prominent organizations in raising awareness and vital funds for local breast health and breast cancer services for women and men. In 2014 and 2015, the theme park also provided complimentary life-saving breast exams and mammograms to underserved and underinsured women via the Knott's sponsored Alinea mobile mammography van.

Starting January 4, guests can purchase "Pink Tickets" for theme park admission at [www.knotts.com](http://www.knotts.com). A portion of the proceeds from ticket and t-shirt sales will benefit Komen Orange County. Follow and join the conversation by using #KnottsPink.

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**About Knott's Berry Farm and Cedar Fair Entertainment Company:**

Knott's Berry Farm is owned and operated by Cedar Fair Entertainment Company, a publicly traded partnership that is listed for trading on The New York Stock Exchange under the symbol "FUN." In addition to Knott's Berry Farm, Cedar Fair owns and operates ten other amusement parks, three water parks, one indoor water park, and five hotels. Cedar Fair also operates the Gilroy Gardens Family Theme Park in California under a management contract. Visit [knotts.com](http://knotts.com) or connect with us on [Facebook](#), [Twitter](#) and [Instagram](#).

**About Susan G. Komen® and Komen Orange County**

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Since its founding in 1982, Komen has funded more than \$889 million in research and provided \$1.95 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. Visit [komen.org](http://komen.org) or call 1-877 GO KOMEN. Connect with us on social media at [ww5.komen.org/social](http://ww5.komen.org/social).

For more information on Susan G. Komen Orange County, visit [www.komenoc.org](http://www.komenoc.org) or call 714-957-9157. Find us on Facebook and Twitter.

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