

APPLAUSE AWARD

Boardwalk up for national award

Boardwalk

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SANTA CRUZ — The Santa Cruz Beach Boardwalk is one of three finalists for the Applause Award, an international recognition presented every two years by Liseberg Amusement Park in Sweden.

The award “honors an amusement park whose management, operations and creative accomplishments have inspired the industry with their foresight, originality and sound business development.”

This is the first time the 105-year-old Boardwalk has been nominated.

Members of the Applause Award Board of Governors, which includes amusement industry executives from Sweden, the UK, Germany, Switzerland and the U.S., will visit Santa Cruz in late June to evaluate the Boardwalk.

“It’s a wonderful honor to be named a finalist for this prestigious industry award,” said Boardwalk President Charles Canfield. “I’m very proud of our park and all of our employees for making the Santa Cruz Beach Boardwalk a world-class destination. We look forward to welcoming the Board of Governors in June.”

The Boardwalk expects to have a workforce of 1,600 in June, including seasonal, work/travel and full-time employees.

The other two finalists are Ocean Park in Hong Kong and Puy du Fou in France. The winner will be announced during the International Association of Amusement Parks and Attractions Expo in Orlando in November.

In 2010, Dolly Parton accepted the Applause Award on behalf of Dollywood. Earlier U.S. winners include Magic Kingdom Park at Disney World, Epcot Center, Universal Studios, Florida, Knott’s Berry Farm, Hershey Park and Busch Gardens, Williamsburg.

For information visit: <http://www.liseberg.com/en/home/Entertainment/Awards1/>