

# Boardwalk to give away 100 years of unlimited rides

By **SHANNA McCORD**

SENTINEL STAFF WRITER

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SANTA CRUZ — A lifetime of riding the Giant Dipper and stepping into the Haunted House for free is up for grabs.

In honor of its 100th anniversary this year, the Santa Cruz Beach Boardwalk is giving away two 100-year passes for unlimited rides.

The free passes are part of a contest with the Santa Cruz County Conference and Visitors Council to create a lasting legacy at the Boardwalk.

The winners may write the centennial passes into their will or include them in a prenuptial agreement, but contest rules prohibit the passes from being sold.

"The Boardwalk passes will become a prized possession, passed down in a family through succeeding generations," said visitors council CEO Maggie Ivy. "This grand prize will have its place in someone's estate, alongside family jewels, antique china and that heirloom wedding gown."

Each pass has an estimated value of \$6,500, said Brigid Fuller, spokeswoman for the Seaside Co., which owns the Boardwalk.

"This is something we've never done before," Fuller said. "It's quite a big deal."

For a chance to win the passes, go to [www.santacruzbeaches.travel](http://www.santacruzbeaches.travel). The sweepstakes drawing will take place in July.

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Contact Shanna McCord at [smccord@santacruzsentinel.com](mailto:smccord@santacruzsentinel.com).