



## **HIGH DEMAND FOR PREMIER RAIL COLLECTION'S 2016 THE POLAR EXPRESS™ TRAIN RIDES -Additional North Pole Departures Added From Eight U.S. Locations-**

**Chicago, IL – August 04, 2016** – [Premier Rail Collection](#), the nation's leader in special rail events, has launched ticket sales for its 2016 THE POLAR EXPRESS™ Train Ride, departing for the North Pole from eight U.S. locations this holiday season. Reservations have gotten off to an excellent start and many dates and classes of service are already sold out. Based on this demand, the Premier Rail Collection has added additional seats in all classes of service at each of its THE POLAR EXPRESS™ Train Ride locations. This new availability gives Polar fans the opportunity to book their preferred dates now while availability lasts.

“We are delighted in the response to our Polar Express events and pleased to provide more seats this week to our guests, many who make our Polar events an annual tradition with family and friends,” said Angela Lane, Vice President of Sales and Marketing.

Running select days Nov. 12-Dec. 28, 2016, families are whisked away on an unforgettable one-hour story-book journey complete with hot chocolate, dancing chefs and whimsical elves. Santa boards the train at the North Pole and visits with each child to deliver the first gift of Christmas- the iconic silver bell said to only be heard by those that truly “believe.” In addition, family getaway holiday packages are available at select railroads, pairing THE POLAR EXPRESS™ Train Ride tickets with hotel accommodations for a weekend getaway or mid-week escape.

Please see below for a complete list of Premier Rail Collection railroads offering THE POLAR EXPRESS™ Train Ride this winter, including the Eastern Flyer's first-ever departure from Stillwater, Okla.

### **U.S. THE POLAR EXPRESS™ Train Ride Locations:**

Cape Cod Central Railroad

Select dates: Nov. 18-Dec. 23

Prices: \$29-74

[www.CapeTrain.com/Polar-Express-Train-Ride](http://www.CapeTrain.com/Polar-Express-Train-Ride)

Book tickets online or by phone: 888-797-7245

Eastern Flyer- Stillwater, OK

Select dates: Nov. 18-Dec. 27

Prices: \$32-82

[www.EasternFlyerPolarExpressRide.com](http://www.EasternFlyerPolarExpressRide.com)

Book tickets online or by phone: 855-487-1430

Grenada Railway- Batesville, MS

Select dates: Nov. 18-Dec. 23

Prices: \$25-\$85

[www.GrenadaPolarExpressRide.com](http://www.GrenadaPolarExpressRide.com)

Book tickets online or by phone: 877-334-4783

Mount Hood Railroad- Hood River, OR

Select dates: Nov. 12-Dec. 23

Prices: \$31-\$71

[www.OregonPolarExpressRide.com](http://www.OregonPolarExpressRide.com)

Book tickets online or by phone: 800-872-4661

Saratoga & North Creek Railway- Saratoga Springs, NY

Select dates: Nov. 26-Dec. 23

Prices: \$40-\$80

[www.SaratogaPolarExpressRide.com](http://www.SaratogaPolarExpressRide.com)

Book tickets online or by phone: 877-726-7245

Texas State Railroad- Palestine, TX

Select dates: Nov.18-Dec.23

Prices: \$20-\$109

[www.EastTexasPolarExpressRide.com](http://www.EastTexasPolarExpressRide.com)

Book tickets online or by phone: 877-726-7245

West Texas & Lubbock Railroad- Wolfforth, TX

Select dates: Nov. 19-Dec. 23

Prices: \$30-\$80

[www.WestTexasPolarExpressRide.com](http://www.WestTexasPolarExpressRide.com)

Book tickets online or by phone: 877-726-7245

Please see below for a link to high. res. images of THE POLAR EXPRESS™ Train Ride:

<https://spaces.hightail.com/receive/Zm5uj>

Please see below for a link to a high res. image of the “North Pole” at the Dartmoor Railway:

<https://drive.google.com/file/d/0B7xNc6mXSvluanhjNVNLSUVBcmc/view>

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### **THE POLAR EXPRESS™ Train Ride**

Official THE POLAR EXPRESS™ Train Rides are licensed by Rail Events, Inc. on behalf of Warner Bros. Consumer Products, Inc. Since 2005, Rail Events, Inc. has held the exclusive license to operate THE POLAR EXPRESS™ Train Rides in the US, Canada, and the United Kingdom.

### **THE POLAR EXPRESS Film**

The Academy Award winning team of Tom Hanks and director Robert Zemeckis reunite for THE POLAR EXPRESS, an inspiring adventure based on the beloved children's book by Chris Van Allsburg. When a doubting young boy takes an extraordinary train ride to the North Pole, he embarks on a journey of self-discovery that shows him that the wonder of life never fades for those who believe. Sony Pictures Imageworks and visual effects supervisor Ken Ralston, Oscar winners for their innovative work, help

bring the story vividly to the screen in full CG animation through Imageworks' next-generation motion capture process that allows live-action performances to drive the emotions and movements of the digital characters. Warner Home Video will once again offer THE POLAR EXPRESS in standard-definition, Blu-ray and 3D DVD versions this holiday season.

### **THE POLAR EXPRESS Book**

THE POLAR EXPRESS film is based on Chris Van Allsburg's classic Christmas picture book, which tells the story of a boy who takes a magical Christmas Eve train ride to the North Pole to receive a special gift from Santa. First published by Houghton Mifflin Company in 1985, *The Polar Express* became an instant family favorite and has sold more than 6 million copies worldwide. In 1986 it won the prestigious Caldecott Medal for Illustration.

### **About Warner Bros. Consumer Products**

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

### **About Rail Events Inc.**

Rail Events Inc. is the industry leader in rail-related special events management. In 2014, we hosted over 850,000 guests at 50 licensed events with 45 partner railroads in the US, Canada, and the UK. Rail Events Inc. is a wholly owned subsidiary of American Heritage Railways, which is the premier operator of heritage railroads in the United States.

### **About the Premier Rail Collection**

The [Premier Rail Collection](#) is a family of passenger railroads across the United States that aims to bring the spirit of rail travel to a new generation, and reinvigorate the love for trains in those that knew it in its golden age. The Premier Rail Collection is made up of:

Cape Cod Central Railroad – Hyannis, MA – [www.CapeTrain.com](http://www.CapeTrain.com)

Eastern Flyer – Stillwater, OK – [www.EasternFlyer.com](http://www.EasternFlyer.com)

Grenada Railway – Batesville, MS – [www.GrenadaRail.com](http://www.GrenadaRail.com)

High Iron Travel – Chicago, IL – [www.HighIronTravel.com](http://www.HighIronTravel.com)

Key Holidays – Walnut Creek, CA – [www.KeyHolidays.com](http://www.KeyHolidays.com)

Mount Hood Railroad – Hood River, OR – [www.MtHoodRR.com](http://www.MtHoodRR.com)

Piedmont & Northern Railroad – Belmont, NC

Pullman Rail Journeys – Chicago, IL – [www.TravelPullman.com](http://www.TravelPullman.com)

Rio Grande Scenic Railroad – Alamosa CO – [www.ColoradoTrain.com](http://www.ColoradoTrain.com)

Santa Cruz & Monterey Bay Railway – Watsonville, CA – [www.SantaCruzRailway.com](http://www.SantaCruzRailway.com)

Saratoga & North Creek Railway – Saratoga Springs, NY – [www.SNCRR.com](http://www.SNCRR.com)

Texas State Railroad – Rusk/Palestine, TX – [www.TexasStateRR.com](http://www.TexasStateRR.com)

West Texas & Lubbock Railroad – Wolfforth, TX – [www.WestTexasPolarExpressRide.com](http://www.WestTexasPolarExpressRide.com)

Wisconsin & Southern Railroad – Middleton, WI – [www.WSORPolarExpressRide.com](http://www.WSORPolarExpressRide.com)

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