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For Immediate Release

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**POLYNESIAN CULTURAL CENTER'S "HAUNTED LAGOON" CANOE RIDE
TO HAUNT THE NORTH SHORE AGAIN THIS HALLOWEEN**

The L 'ie Lady is Back and She's Not Alone!

L 'ie, HI – XXXXXX – Even more menacing than last year, the L 'ie Lady is back, and she's not alone. Joined by even more spine-chilling ghouls and creatures than ever before, the Haunted Lagoon promises to be an unforgettable night of terror and excitement! Proven a success at its grand opening last Halloween, Polynesian Cultural Center's (PCC) Haunted Lagoon will launch its canoes once again to thrill-seeking visitors and locals alike come this October. Should you dare to step foot onto this spooky canoe ride, hauntings will begin October 2, and will depart periodically from 6:30 to 9 p.m. every Monday, Wednesday, Friday and Saturday through Halloween night.

Unlike a classic haunted house, the PCC's Haunted Lagoon takes guests on a spooky canoe ride that twists through the PCC lagoon under dark bridges and past ominous shadows where terrifying creatures await. Participants never know what may reach out from the depths below. If you are lucky, you may even catch a glimpse of the PCC's resident ghoul, the L 'ie Lady.

Seen as a ghostly figure dressed in white, the L 'ie Lady is a soul rumored to wander around the PCC only on the darkest of nights. Even after death, legend has it that she is still searching relentlessly for her missing child near the kapakahi tree, a mangled and twisted coconut tree along the canoe route, where sightings have been reported most often.

A non-profit organization
dedicated to preserving the
cultural heritage of Polynesia
while providing educational
opportunities for students at
adjoining Brigham Young
University-Hawaii.

Founded in 1963 by the
Church of Jesus Christ
of Latter-day Saints.

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The Haunted Lagoon takes visitors on a spooky, meandering canoe ride through PCC's villages, where everything looks quite different at night – it's not for the faint of heart. In addition, families can choose to take the keiki (child) version of the ride that the whole family can enjoy. Snacks and spooky souvenirs will also be available for anyone who can stomach the frights and scares of the night.

"Our Haunted Lagoon is the only one of its kind in the islands and we thought it would be a fun way for visitors and kama'ina to celebrate the Halloween spirit with their friends and family," said Ray Magalei, director of marketing. "For visitors here during October – we promise to get you in the Halloween mood."

Kama'ina admission is \$15 for adults ages 16 and up and \$10 for keiki ages five to 15. This year, PCC introduces the Haunted Lagoon Fast Pass, entitling the bearer to a shorter wait and a separate entry line for the spooky ride. A limited number of Fast Pass tickets will be available for kama'ina purchase each night, priced at \$30 for adults 16 and up and \$20 keiki ages five to 15.

For more information, call Polynesian Cultural Center's ticket office at (808) 293-3333 or visit the PCC Haunted Lagoon website at www.HauntedLagoon.com.

Founded in 1963 as a non-profit organization, the PCC has entertained more than 34 million visitors, while preserving and portraying the culture, arts, and crafts of Polynesia to the rest of the world. In addition, the PCC has provided financial assistance to 17,000 young people from over 70 different countries while they attend Brigham Young University-Hawai'i. As a non-profit organization, 100 percent of PCC's revenue is used for daily operations and to support education.

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