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FOR IMMEDIATE RELEASE

Museum Unveils Treasure Trove of Amusement Park Memorabilia

EL CERRITO, CA – March 30, 2005. Marvin Gold can't wait to comb through a score of dusty boxes in the back of a former grocery store in El Cerrito. That's because his friend and fellow amusement park enthusiast Richard Tuck has promised Marvin will find exciting hidden treasures by the dozen. "It's like an Easter Egg," Tuck says. "If you're a Playland-at-the-Beach fan like Marvin and the rest of us, this is better than chocolate!"

This coming Saturday, Tuck, Gold, and anywhere from 20 to 50 aficionados of San Francisco's lost amusement park, Playland-at-the-Beach, will gather at the Playland-Not-at-the-Beach museum in El Cerrito (the former grocery). They will sift through hundreds of items that Tuck and other generous collectors have amassed over the last 20 years. "We have tons of photos, including some rare color ones, posters, and hand painted signs. There are hundreds of objects ranging from a roller coaster car to a roll of original Playland tickets." Tuck estimates some of the items could go for thousands of dollars on eBay. Tuck and other collectors have either donated or loaned items for the museum's displays.

The museum originally opened to the public three years ago, but closed to remodel to come into compliance with the city's zoning and planning process. After working out a unique approval as El Cerrito's first museum, a mostly volunteer crew set about renovations to bring things up to code. "We're about a month from having the interior finished, so now comes the fun part of deciding what goes up on the walls," Tuck says.

Marvin Gold and his band of Playland aficionados look forward to helping decide what parts of the collection go on display. "Even though work has to be done on the Playland murals," Gold says, "the place is a miracle to see." Gold and Tuck hope to plan a gathering of Playland-at-the-Beach fans at the museum this June. "There's been a hiatus for a couple of years, but we want to reinstitute this as an annual event at the museum commemorating the place we loved as kids," Tuck says.

The museum's programs don't end at displaying collectibles. Once reopened, Playland-Not-at-the-Beach will resume its community outreach and education programs to the homeless seniors and families, disadvantaged children, and at-risk youth. People of all ability levels have opportunities to build displays, renovate and restore, and participate in storytelling and educational games. The museum's mission is to use cultural history of amusement parks, circuses, and arcades as a vehicle to socially and mentally engage populations that are otherwise neglected. Playland-Not-at-the-Beach (<http://www.playland-not-at-the-beach.org>) is a nonprofit, tax-exempt 501(c)(3) organization.

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