



## **SNOOPY AND JOJO BREAK THE ICE ON SUMMER FUN AT KNOTT'S BERRY FARM**

*In a Day Filled With Skaters, Sno-Cones and Sidewinders (The Roller Coaster, That Is), Actress-Singer JoJo, Snoopy and Charles Schulz's Daughter, Skater Jill Schulz, Welcome Kids From World Vision—JoJo's Favorite Charity—and Celebrity Guests to **Snoopy's Nice-N-Icy Summer Kick-Off Event at Knott's Berry Farm***

It was a day of thrills and chills—literally!—as actress-singer JoJo and everyone's favorite beagle, Snoopy, welcomed kids from World Vision and celebrity guests\* to “**Snoopy's Nice-N-Icy**” summer kick-off at Knott's Berry Farm on Friday, June 8.

Jill Schulz, former professional ice skater and daughter of *Peanuts* creator Charles M. Schulz, had guests' heads spinning as she hosted a rare Snoopy on Ice demo. Guests chilled out as they slurped up sno-cones to celebrate the return of the Original Snoopy Sno-Cone Machine—and got chills up their spine as they rode the all-new Sierra Sidewinder roller coaster. And the entertainers enjoyed *being* entertained for a change, as they watched the brand-new Camp Snoopy Days stage show.

“When Snoopy called and asked me to co-host this party, I jumped at the chance,” says JoJo. “I mean, how often do you get to share a sno-cone with Joe Cool? And what better way to celebrate the fun of summer than with the people who appreciate summer most: kids! That's why I was so excited to invite the kids from my favorite charity, World Vision, which helps children all over the globe reach their potential. We all agreed that this was the best kick-off to summer we've ever had!”

### **From Joe Cool to Joe Coolest: Snoopy Takes the Ice**

As part of the Nice-N-Icy festivities, guests enjoyed an exclusive behind-the-scenes preview of the brand new ice show, “Snoopy's Big Bow Wow,” which opens June 16 in the Charles M. Schulz Theatre at Knott's. Jill Schulz, executive producer and daughter of *Peanuts* creator Charles M. Schulz, hosted the demo, which featured professional ice skaters in a variety of *Peanuts*-themed scenarios.

Snoopy gave JoJo and her fans a special surprise when he skated to one of the songs from her new CD, “The High Road,” as the grand finale of the performance. As JoJo's fans screamed and clapped in time to the music, a spinning, twirling Snoopy-on-skates proved that old dogs certainly can learn new tricks!

*more-more-more-more-more*

“Snoopy’s got a real ‘summer crush’ on JoJo—he practiced his finale for hours, and it really paid off,” says Jill Schulz. “His performance for her was his sharpest skating ever—I think he moved even faster than the World War I Flying Ace!”

### **A Flurry of Activity: Everyone Enjoys Fresh Sno-Cones**

With a “nice-n-icy” theme to the day, the most fitting refreshment was also the most popular: Freshly made sno-cones in a delicious rainbow of flavors and colors to celebrate the return of the Original Snoopy Sno-Cone machine.

Guests swapped affectionate reminiscences about the retro-cool 1970s machine, which was named by VH1 as #13 on a list of the most famous 100 toys of all time. Even actress Drew Barrymore is a fan—and was presented with her very own machine in the documentary, “My Date With Drew.”

An updated version of The Original Snoopy Sno-Cone machine is now available at Knott’s Berry Farm, Urban Outfitters, Grandparentstoyvillage.com, Target, Toys-R-Us, A.C. Moore and Books A Million, among other retailers. It retails for \$15.99. Peanuts fans can find simple and creative tips for throwing their own Snoopy Sno-Cone parties at [www.snoopy.com](http://www.snoopy.com).

### **The Shiver of Excitement: Guests Hit the Sierra Sidewinder Roller Coaster**

Snoopy and JoJo’s guests enjoyed a whole different kind of thrills and chills when they were among the first park visitors to enjoy Knott’s Berry Farm’s highly anticipated new roller coaster, Sierra Sidewinder. Created especially for tweens, the new coaster joins such legendary Knott’s thrill rides as Xcelerator, GhostRider and The Silver Bullet.

Featuring yellow-and-orange cars that travel and spin independently as they whoosh down the roller coaster track and undergo 360-degree loops, Sierra Sidewinder is Knott’s first new roller coaster in almost three years.

“This was one of the coolest days I’ve had in a long time, and getting to be one of the first people to ride Sierra Sidewinder was like icing on the cake,” says JoJo. “Now I *really* know what it means to be ‘head over heels’ with joy!”

- The End -

\* Celebrity guest list available upon request.

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