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**NEWS**

**RELEASE**

Contact:  
David Freireich  
ARAMARK  
215-238-4078  
[freireich-david@aramark.com](mailto:freireich-david@aramark.com)

Amy Toosley  
Allison & Partners  
619-533-7976  
[amy@allisonpr.com](mailto:amy@allisonpr.com)

**ARAMARK Announces “America’s Best Idea” Packages**

*National Park Concessioner Offers Savings to Celebrate New PBS Documentary Series*

**Philadelphia – Sept. 25, 2009** – ARAMARK Parks and Destinations, a leading concessioner of the National Park Service, announces an array of “America’s Best Idea” packages in conjunction with the PBS premiere of documentary filmmaker Ken Burns’ much-anticipated six-part series, “The National Parks: America’s Best Idea”, airing on September 27, 2009. Writer and historian Wallace Stegner called national parks “the best idea we ever had.” To celebrate America’s “best idea,” ARAMARK Parks and Destinations is offering value-added packages with exciting savings at national park locations across the country.

Packages include:

**Shenandoah National Park, Virginia**

Starting at \$255, the package includes a two-night stay in a traditional or standard room at Skyland Resort or Big Meadows Lodge, bag lunch for two, and a special scavenger hike adventure book.

**Dates:** Available for booking Sept. 7, 2009 through fall 2010

**Savings:** 20 to 30 percent depending on day of week and season

**Mesa Verde National Park, Colorado**

Starting at \$349, the package includes a two-night stay in a standard, pinion or kiva room at the Far View Lodge, two tickets for a half-day ranger-guided tour of Mesa Verde’s ancient sites and cliff dwellings and a full DVD set of Ken Burns’ “The National Parks: America’s Best Idea” documentary.

**Dates:** Available for booking Sept. 15 – Oct. 21, 2009 and Apr. 22 – June 6, 2010.

**Savings:** 18 percent if standard room is booked

**Togwotee Mountain Lodge, Wyoming**

Guests will receive the first night free when staying at Togwotee Mountain Lodge, the gateway to Yellowstone and Grand Teton National Parks. Travelers staying 12 nights or more will receive the first and 12th night free when staying 12 nights at the lodge, to give guests time to explore the 12 peaks of the Tetons at over 12,000 feet! The 12 night

package includes a full DVD set of Ken Burns' "The National Parks: America's Best Idea" documentary.

**Dates:** Available for booking Sept. 20, 2009 – Sept. 20, 2010.

**Savings:** 15 to 20 percent savings

### **Olympic Peninsula, Washington**

Stay one night at any of ARAMARK's three properties on the Olympic peninsula: Lake Quinault Lodge, Kalaloch Lodge and Sol Duc Hot Springs resort and receive a unique interpretive gift based on Ken Burns' "The National Parks: America's Best Idea" documentary. Prices start at \$ **119** \*, stay an additional night at another property for just \$99.

**Dates:** Available Sept. 21, 2009 - April 30, 2010.

**(Note: Sol Duc closes for the season on Oct 24, 2009)**

**Savings:** 15 to 30 percent depending on location and dates

### **Denali National Park, Alaska**

Starting at \$799, the package includes a two night stay at the McKinley Chalet Resort or McKinley Village Lodge, Tundra Wilderness Tour tickets for two and a full DVD set of Ken Burns' "The National Parks: America's Best Idea" documentary. Optionally add round trip railroad tickets on "Alaska Railroad Gold Star Service" from Anchorage or Fairbanks.

**Dates:** Available May 13, 2010 – Sept. 13, 2010. Must be booked by April 30, 2010.

**Savings:** 20 percent

### **Lake Powell Resorts & Marinas, Glen Canyon National Recreation Area, Arizona/Utah**

Starting at \$398, the **Rainbow Bridge Centennial Excursion** package gives guests two nights lodging in a traditional room, breakfast daily and two seats on the Half Day Rainbow Bridge Scenic Boat Tour. Audio headsets with interpretive commentary are included for the tour.

**Dates:** Available through November 15, 2009.

**Savings: Up to 39 percent**

All ARAMARK Parks and Destinations' "America's Best Idea" packages can be booked with the promotion code of "BESTIDEA". For complete details on ARAMARK's "America's Best Idea" packages or to make a reservation, visit

[www.aramarkparksanddestinations.com/americasbestidea](http://www.aramarkparksanddestinations.com/americasbestidea).

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**Shenandoah National Park disclaimer:** All taxes and water surcharges included. Available Sunday – Friday. Pricing based on double occupancy minimum. May not be combined with other discounts or promotions. Unused package components are non-refundable. No substitutions allowed. Black out dates may apply.

**Mesa Verde National Park disclaimer:** Does not include taxes or fees. Pricing based on double occupancy minimum. May not be combined with other discounts or promotions. Unused package components are non-refundable. No substitutions allowed. Black out dates may apply.

**Togwotee Mountain Lodge disclaimer:** The five night offer is only valid in the summer, the 12 night offer is valid year-round.

**Olympic National Park disclaimer:** Rates are for double occupancy, extra person and pet fees apply. Based on availability, some blackout dates may apply.

**Lake Powell Resorts & Marinas disclaimer:** Rates exclusive of taxes and other fees which may apply. Must be cancelled 7 days prior to arrival. All packages must be booked 72 hours prior to check in. Based on double occupancy. Blackout dates may apply. Subject to change and availability. Available out of Wahweap marina only.

#### **About ARAMARK Parks and Destinations**

ARAMARK Parks and Destinations, a division of ARAMARK, provides a wide range of professional services, including property management, hospitality services and recreational support to specialty hotels, resorts, national and state parks, national forest service and other tourist destinations throughout the United States. ARAMARK Parks and Destinations seeks to create memorable experiences at destinations by bringing the best in environmental stewardship, sustainable cuisine and interpretive programs to the guests it serves. For more information on ARAMARK Parks and Destinations and each of its properties, visit [www.aramarkparksanddestinations.com](http://www.aramarkparksanddestinations.com).

#### **About ARAMARK**

ARAMARK is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world. In FORTUNE magazine's 2009 list of "World's Most Admired Companies," ARAMARK was ranked number one in its industry, consistently ranking since 1998 as one of the top three most admired companies in its industry as evaluated by peers and analysts. ARAMARK seeks to responsibly address issues that matter to its clients, customers, employees and communities by focusing on employee advocacy, environmental stewardship, health and wellness, and community involvement. Headquartered in Philadelphia, ARAMARK has approximately 260,000 employees serving clients in 22 countries. Learn more at the company's Web site, [www.aramark.com](http://www.aramark.com), or [www.twitter.com/aramarknews](http://www.twitter.com/aramarknews).