

California Theme Parks ACE Member Order Form



Amusement parks have been a staple of California recreation and entertainment for over a century. First appearing along the beaches and multiplying up and down the coastline, they ignited an industry that has grown and seen tremendous change and innovation. Creations like Knott's Berry Farm and Children's Fairyland—America's first theme park and children's theme park—set high standards for the entire world. With the opening of Disneyland in 1955, amusement parks became destinations in themselves, transforming surrounding communities.

Discover how these magical places came to be. Learn little-known secrets of each park and find out what makes them such memorable landmarks. With 20 highly diverse parks for guests of all ages, California is truly the theme park center of the world, offering an abundance of entertainment possibilities. More than 300 color photos and illustrations provide a unique glimpse into an industry that forever changed family entertainment.

ACE Member Ordering Information:

To order a signed copy from the author please complete the following information and email it to A.W.Miller@hotmail.com. You will receive a confirmation email along with payment information. **All signed copies are \$17.99 which includes shipping and handling.**

Name: _____

Shipping Address: _____

City: _____

State: _____

Zip Code: _____

Email: _____

Who should the book be made out to? _____



New Book Goes California Dreamin'

■ In summer 2008 two students at the University of California, Santa Cruz, Alex Miller and Bryce Walker, set out with the daunting goal of visiting 20 California amusement parks and chronicling them for a book they wanted to publish. The goal was to capture the mesmerizing effect parks have on guests. Miller served as the author, as well as the organizer of the effort, and Walker contributed all of the photography.

Miller says it was his experiences visiting amusement parks while growing up that provided the inspiration for the book, entitled "California Theme Parks."

"I've always had a love of amusement parks since I was about 6 years old," he says. "My parents bought annual Disneyland passes, and visiting the park was one of my best memories from childhood. We also lived in Europe for three years, so I visited a lot of different parks all over Europe."

After deciding which California parks to visit, Miller and Walker didn't just haphazardly hit the road. "I contacted each park and made sure they knew what we were doing a couple of months before we visited," Miller explains. "We sent them letters detailing what we wanted to do, interviewed the key park people, then went out and visited."

Since it's sometimes difficult to determine what qualifies as an amusement park, Miller settled on one hard and fast rule: "I decided a park had to include rides. It didn't have to have a roller coaster, but it had to have rides."

He says it was quite an adventure visiting so many parks in such a short time—on one trip they visited seven different facilities—and there were one or two pleasant surprises along the way. "I'm a huge traditionalist—I love the things that started [the industry]," he says, "and the Children's Fairyland in Oakland was a big surprise. It's a gor-



Author Alex Miller enjoys a trip to Disneyland, one of 20 SoCal parks he and photographer Bryce Walker visited for their new book (pictured below).

ALEX MILLER

geous gem as a theme park and they turned it into the first child-themed park. Walt Disney credited it for being one of his inspirations for Disneyland."

Once the visits were complete and the book was written came the challenge of finding a publisher, a process that took about a year. The students selected Schiffer Publishing, and Miller says he's pleased with the way it turned out: "The goal of this book is to give a snapshot of California theme parks as you see them today and pay homage to how they evolved. I give a brief history of the parks, what attractions they currently have, and what makes them special. I also wanted it to be a travel guide, so there are lots of pictures!"

"California Theme Parks" sells for \$19.99 and can be purchased through the publisher at www.schifferbooks.com. Miller says it will also be available in the



bookstore at IAAPA Attractions Expo 2010 in Orlando.

Having graduated from college, Miller continues to pursue his passion for amusement parks and now works in product development for the Walt Disney Company, following a stint in marketing and operations at the Santa Cruz Beach Boardwalk. Walker lives in San Francisco and is working as an IT systems administrator.

Though he says he'll always love the latest and greatest rides and attractions at parks, Miller notes, "I think it's important that amusement parks embrace their history and nostalgia, because people always remember their experiences at amusement parks—they remember being happy." ■