



FOR IMMEDIATE RELEASE:

January 12, 2010

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Darien Lake Theme Park Resort Appoints Public Relations Supervisor

DARIEN CENTER, NY – Darien Lake Theme Park Resort where “We Create Treasured Memories for Families in a Safe, Clean and Fun Environment” is pleased to announce the appointment of Cassandra Okon as Public Relations Supervisor.

Okon, of Lancaster, comes to Darien Lake from Our Lady of Victory Homes of Charity. In her new role as Public Relations Supervisor some of the areas of responsibility are publicity or media events, community, guest and employee relations, marketing efforts, and park communications. Some upcoming projects Okon will be involved in include working hand-in-hand with charitable organizations and striving to enhance the website’s contents. Her primary role with Darien Lake is to communicate all that the park has to offer to the entire region.

“Cassandra brings with her a solid background in special events coordinating and public relations campaigns as well as a high level of enthusiasm,” said Marketing Director Linda Taylor. “We are confident that Cassandra’s drive to succeed on all levels will enable her to become an essential part of this company.”

Cassandra Okon comes to us with a dual major degree in Communication and Spanish from Canisius College. For the past three years she was the Special Events Coordinator with Our Lady of Victory Homes of Charity. In facilitating public relations and special events for OLV, Okon was heavily involved in the implementation and promotion of the Fr. Nelson Baker Museum. One area she is most proud of is her personal involvement in the ongoing project of supporting the canonization of Fr. Nelson Baker.

When asked how she plans to approach her new position at Darien Lake, Okon said “Darien Lake has been a part of my family excursions since I was young and the summer wasn’t complete without our adventures in the park. With that in mind I’m ecstatic to be part of this great team.” Okon also noted, “In any situation a fresh set of eyes results in a rejuvenated marketing effort.”

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Darien Lake Theme Park Resort, owned and operated by PARC Management, is New York State’s largest theme park resort.