MEDIA RELEASE

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FOR IMMEDIATE RELEASE
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St. Louis Union Station
Announces Service to the North Pole
Onboard THE POLAR EXPRESS™ Train Ride

St. Louis – St. Louis Union Station will begin service to the North Pole onboard THE POLAR EXPRESS™ Train Ride starting November 22, 2014. The magical story comes to life when the train departs St. Louis Union Station for a round-trip journey to the North Pole.

Set to the sounds of the motion picture soundtrack, passengers will relive the magic of the story as they are whisked away on THE POLAR EXPRESS™. Once onboard, hot chocolate and treats are served as passengers read along with the classic children’s book, The Polar Express, by Chris Van Allsburg. Santa and his helpers greet passengers at the North Pole and then board the train, where each child is given the first gift of Christmas – a silver sleigh bell. Chefs aboard each car lead passengers in singing Christmas carols on the ride back to St. Louis Union Station.

The journey begins Saturday, November 22, 2014 and runs through December 28, 2014 on Fridays, Saturdays and Sundays at 4:30, 6:30 and 8:30 p.m. Detailed information is available by calling 314-942-6942, or by visiting www.STLPolarExpressRide.com. Ticket prices begin at $38 depending on date and class of service. Families are encouraged to wear their pajamas for the ride!

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THE POLAR EXPRESS™ Train Ride
Official THE POLAR EXPRESS™ Train Rides are licensed by Rail Events, Inc. on behalf of Warner Bros. Consumer Products, Inc. Since 2005, Rail Events, Inc. has held the exclusive license to operate THE POLAR EXPRESS™ Train Rides in the US, Canada, and the United Kingdom.

THE POLAR EXPRESS Film
The Academy Award winning team of Tom Hanks and director Robert Zemeckis reunite for THE POLAR EXPRESS, an inspiring adventure based on the beloved children’s book by Chris Van Allsburg. When a doubting young boy takes an extraordinary train ride to the North Pole, he embarks on a journey of self-discovery that shows him that the wonder of life never fades for those who believe. Sony Pictures Imageworks and visual effects supervisor Ken Ralston, Oscar winners for their innovative work, help bring the story vividly to the screen in full CG animation through Imageworks’ next-generation motion capture process that allows live-action performances to drive the emotions and movements of the digital characters. Warner Home Video will once again offer THE POLAR EXPRESS in standard-definition, Blu-ray and 3D DVD versions this holiday season.

THE POLAR EXPRESS Book
THE POLAR EXPRESS film is based on Chris Van Allburg’s classic Christmas picture book, which tells the story of a boy who takes a magical Christmas Eve train ride to the North Pole to receive a special gift from Santa. First published by Houghton Mifflin Company in 1985, The Polar Express became an instant family favorite and has sold more than 6 million copies worldwide. In 1986 it won the prestigious Caldecott Medal for Illustration.

About Warner Bros. Consumer Products
Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

About Rail Events Inc.
Rail Events Inc. is the industry leader in rail-related special events management. In 2013, we hosted over 600,000 guests at 50 licensed events with 34 partner railroads in the US, Canada, and the UK. Rail Events Inc. is a wholly owned subsidiary of American Heritage Railways, which is the premier operator of heritage railroads in the United States.

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