

THE RIDE

TURNING NEW YORK STREETS INTO A STAGE, A NEW EXPERIENCE ROLLS INTO TOWN

Technology, comedy, and the city streets combine like never before as THE RIDE aims to entertain New Yorkers and tourists alike.

World-premiere launch this month from New York Marriott Marquis Times Square.

NEW YORK – October 2010 – A major new entertainment experience gets rolling this fall in New York City with the launch of *THE RIDE*, a multi-media, multi-discipline production that tours guests through midtown Manhattan on custom-built vehicles as an ever-changing live show featuring actors, performers, and everyday citizens unfolds on the streets before them.

“The streets of New York are the world’s biggest stage and *THE RIDE* gives you front row seats,” says President/Chief Executive Officer Jonathan Danforth. “This completely immersive, completely original experience turns New York into an ever-evolving performance.”

With tickets on sale now and previews starting this month, *THE RIDE* operates year-round from its home base at the New York Marriott Marquis in the heart of Times Square.

THE RIDE’s specially designed custom vehicles are the tallest allowed by federal law on city streets. Fitted with stadium-style seating that orients riders sideways to look through massive windows, the vehicles encourage audiences to view city streets and building façades as if they were the most expensive stage sets ever built. On-board hosts entertain riders as they travel through the streets of midtown Manhattan, commenting on New York’s history and its iconic sites and structures, and giving insider secrets about the city – all while incorporating actors and performers along the route who interact with the vehicle and its passengers.

THE SIGHTS AND SOUNDS

THE RIDE draws on a variety of creative talents from New York City who provide a delightfully wry and ultimately loving look at the city in all its fabulous, unvarnished glory. The production and artistic team has backgrounds in television (“Late Night with David Letterman,” “The Colbert Report” and “Saturday Night Live”), theater, and major live-entertainment events. *THE RIDE* was created by Brooklyn-based entertainment entrepreneur Michael Counts, written by John Bobey, and directed by Daniel Goldstein.

THE RIDE’s on-board and on-the-street performers have backgrounds in improvisational and stand-up comedy work, ensuring a unique experience every trip and guaranteeing entertainment even when traffic, weather, visiting dignitaries, and other unexpected things tie up midtown traffic. Performances along the route include a variety of dancers, singers, musicians and much more.

Nothing is spared from *THE RIDE*’s comedic send-ups – the traffic, tiny apartments, blasé city dwellers, and ubiquitous food carts. Surprises show up all along the route. Iconic sites east and west are featured – from the Chrysler Building and Grand Central Terminal to Times Square and Columbus Circle.

“*THE RIDE* is about experiencing the fabric of New York through the eyes of talented and funny people who love the city and its history – many of whom have chosen to be life-long residents here,” says company founder Michael Counts.

THE VEHICLES

THE RIDE’s moving theaters provide entertainment on their own, inside and out. Measuring more than 13 feet high, 45 feet long, and eight feet wide, these custom-built vehicles have three rows of stadium seating, and the world’s best audio, video, and wireless technology. External speakers and exterior lighting allow on-board performers to make everyone on the street part of the experience.

Engineer Jason Gulkey from the LDV Bus Converter Company, which designed and built *THE RIDE* vehicles, says they reshaped and “amped up” rock-star-size tour buses, developing custom chassis molds so unique, three are now patented.

Sound designer Brett Jarvis says the biggest challenge in outfitting the vehicles was “cramming an IMAX Theater’s worth of equipment into a rolling room the size of a studio apartment.” With more than 3,000 LED lights and 40 video monitors tied into the amazing sound system, *THE RIDE* can emulate everything from a rumbling subway to a night at Studio 54. Jarvis says being in the vehicle is “not unlike sitting on the Madison Square Garden Jumbotron.”

TICKETS

Individual and group tickets for *THE RIDE* are on sale now, available three ways: online at experiencetheride.com; by phone at (866) 299-9682; and in person at *THE RIDE* Box office located at the New York Marriott Marquis Hotel, 1535 Broadway between 45th and 46th Streets.

THE RIDE PARTNER

The New York Marriott Marquis, on Broadway between 45th and 46th Streets in the heart of Times Square, is the home of *THE RIDE*.

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MEDIA NOTES

For more information on *THE RIDE*, including interviews with production team members, behind-the-scenes access, and press preview rides, contact John Michael Kennedy at Goodman Media International (212) 576-2700, or email jmkennedy@goodmanmedia.com.