







THE PUBLIC RELATIONS ENGINE THAT DRIVES REVENUE & MEDIA. FOUR RAILROADS, LESSONS LEARNED.

Who Is This Guy & What Does He Do?

Launched 14 of the world's largest ships with Royal Caribbean

Launched the world's longest flight with Singapore Airlines/events with Virgin Atlantic

Helped launch The Wizarding World of Harry Potter at Universal

Helped bring back New Orleans from Hurricane Katrina by working with the Branford Trolley Museum and moving its "Desire" car into Times Square

Represents countries, cities, states, lodges in national parks, resorts, cruise cruise lines and railroads.

Presently does the external PR and strategy for the Grand Canyon Railway (AZ), the Pikes Peak Cog Railway (CO), project work for the New York Transit Museum, and is a consultant/PR specialist for the East Broad Top Railway (PA).

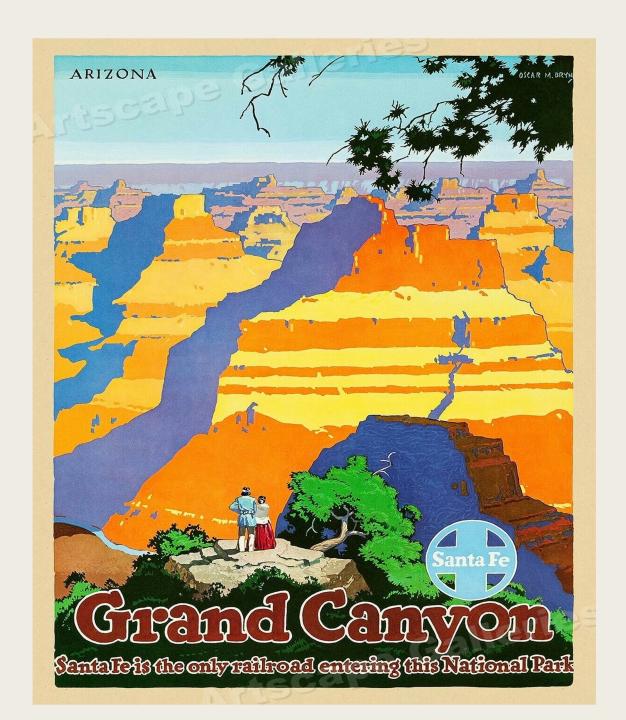
Has earned every award in PR, including Lifetime Achievement

And it all started with subways and trolleys



The Truth About Marketing a Tourist Railroad

- There are people that love trains, and people who could care less. There are more that could care less. You need both to succeed, but you really need to appeal to potential customers go beyond "trains."
- The age of nostalgia for steam engines and streetcars is nearly out of living memory
- Railfans seem more interested in photographing trains than paying to ride them (in general)
- Younger people think trains are full of older people (not fun)
- Parents with kids see trains through the eyes of pop culture such as Thomas the Tank Engine, The Polar Express, etc.
- Trains that go somewhere have a huge advantage (Grand Canyon, Silverton, Jim Thorpe, Mt. Washington, Pikes Peak, etc.) over those that don't. So experiences become the destination.
- There is a constant need to attract new guests, keep loyal guests and drive funding, membership
- New guests also are attracted by new experiences (peddle bikes, nature, food & wine, events, milestone moments, seasonality).
- The reality is that unless you need to market to someone who really is not all the keen or excited by trains. The train/trolley is an entertainment platform. And In a recession, any travel, museum or RR ride is a discretionary line item.



Grand Canyon Railway

- An everyday (except Christmas and New Year's) working passenger railroad
- Built in 1901 by the AT&SF, that made South Rim, Grand Canyon a vacation/tourism destination
- Moves 200K people a year from Williams, AZ on Rt. 66 to within steps of El Tovar, Hopi House, Bright Angel Trail, etc.
- Trains Magazine wrote is the the last standard gauge passenger railroad in the U.S. that still runs steam engines in regular service (no extra charge)
- Operates mostly diesel, with pristine passenger cars from the 1930s and 1950s, including several private luxury railroad cars from the 1930s and 1940s.
- Is well-know for The Polar Express

Out there in back country...



Grand Canyon Railway – The Challenge

The business challenge?

- Fill up the train, year-round
- Sell out Polar Express
- Sell private railcars to groups, families, associations, etc.

The PR challenge?

- Only the railfans care about the steam engine, photos over rides
- Same with the heritage equipment
- So how do you market? Make it relevant?

What's Green, Cool, Fun?

- An Iron Horse that Survives on a Diet of French Fry Oil
- A train that replaces 75,000 cars into a national park
- The Cool Choo Choo
- Spring Train-ing (baseball)
- One of the last log cabin train stations in service
- The Harvey Girls (and the Fred Harvey Company now Xanterra)
- Women Run This Railroad
- Old Tech is In Demand w Covid (our windows open) & private luxury cars
- Profile on Eric Hadder: Vocations in The New York Times
- Best Train rides in America (never gets old)

Look! No Smoke?Get the sand ready for the Railfans 😌

AN IRON HORSE SURVIVES ON A DIET OF FRENCH FRY OIL*

How Century Old Machines Became Carbon Neutral

A Tale of Ingenuity Saving History

WILLIAMS, ARIZONA, April 2019 -- They are almost extinct in the U.S. But two Iron Horses are alive and healthier than ever thanks to a diet of waste vegetable oil (think oil used for French fries and chicken wings and fried shrimp). While such a diet might be hazardous to the health of most of us, <u>The Grand Canyon Railway</u> (GCR) is using recycled waste vegetable oil as fuel on Locomotive No. 4960, a steam engine built in 1923. On select days from now through October one of the railways steam engines will pull the daily train running from Williams, AZ to South Rim, Grand Canyon.

The GCR is one of a few passenger railroads in the U.S. to service a restored steam engine for long trips and the first in the U.S. to utilize waste vegetable oil to power it. But the memorable experience of riding an 18th century invention in modern days almost didn't happen. In 2008, the GCR put its stable of historic iron horses out to pasture due to environmental concerns about pollution while traveling to Grand Canyon National Park.

Inspired by the innovation of carmakers to run vehicles on waste vegetable oil, GCR General Manager Bob Baker and former Chief Mechanical Officer Sam Lanter decided to apply the sustainable measure to a steam engine. Not only did it work, but it worked so well that the 90-year-old steam engine galloped along carbon-neutral on the Grand Canyon Railway and thus released fewer emissions than a diesel engine used today and became a green machine. The water used in the boilers are also earth-friendly; boilers contain reclaimed rain and snow melt collected during the winter and Northern Arizona's rainy season for steam.

The Railway strives to utilize biodegradable lubricants on the steam engines where ever possible. GCR is the first tourism railway in the US to receive ISO 14001 third-party certification of its environmental management system.



North America's most spectacular train journeys



Grand Carryon Railway: The Grand Carryon Railway allows travelers to experience the thrills of the Wlid West, at a leisurely pace. The train departs from Williams, Arizona and arrives in the South Rim's Historic Village a few hours later.

Reader's

The Most Scenic Train Rides **Across America**



Erin Gifford

From a three-hour wine train across Napa to a week-long coast-to-coast adventure to remember, here's how to answer the siren call of the railways of America.



Grand Canyon Railway

Another train to check out is the Grand Canyon Railway. Departing daily from the historic train depot in Williams, Arizona, this two-hour train ride to the South Rim of the Grand Canyon offers guests a unique way to explore the canyon, take loads of pictures and eat lunch before the return to Williams. Several getaway packages combine a day-long train adventure with meals at the Grand Depot Café in Williams and a night or two at the historic Grand Canyon Railway Hotel. Try out these bucket list



Vote for Grand Canyon Railway

Best Train Ride

On September 17, 1901 the first passengers stepped off the Grand Canyon Railway at the South Rim. Today, more than a century later, the historic train continues to enthrall passengers on a stunning trip between Williams, Ariz. and the South Rim of the Grand Canyon. The train makes the 2 hour and 15 minute journey 364 days per year - it's closed

See All Nominees

Share this Nominee



Forbes

Dec 21, 2020, 10:06am EST | 890 views

These Are The Luxury Trains **Inspiring Slow Travel In 2021**



Lauren Jade Hill Contributor ①

nand, Grand Canyon ear, offering private

usive-use of the entire

ng to charter cars and

he charter of these

nd bedrooms with

rate chefs, bartenders Railway rung from

Rim of Grand Canyon

I cover topical stories in the luxury travel sphere

Private charter with Grand Canyon Railway

Chrilliss.

Best Way to Visit the Grand Canyon? Hop a Train from This **Mountain Town**

Where Route 66, the wild west, and a national park collide.



TRAVEL+ LEISURE

Home + Trip Ideas + Bus and Train Travel

The 5 Best Trains in the U.S. — From the Grand Canyon Railway to the Rocky Mountaineer

These trains prove there are luxe rail experiences right here in the U.S.



The Grand Canyon Railway



Ridin' the Rails

True West July/August 2022 | Melody Groves | f



WILLIAMS, ARIZONA



Grand Canyon Railway, Williams, AZ Courtesy Grand Canyon Railway



n trip-just in time for sunset.

Grand Canvon Railway

green lodging news

Grand Canyon Railway Will Run Steam Engines This Year

These Scenic Train Rides Have the Most

Stunning Views in the U.S.

Weave through deserts, mountain ranges, national parks, and more.

Gaze upon the grandeur of one of the world's natural wonders-Grand Canyon National Park aboard the Grand Canyon Railway. Departing from Williams, Arizona, 30-some miles west

of Flagstaff, this train weaves past forests of ponderosa pine and parts of the Sonoran Desert

he heart of canyon country, where you'll spend the day exploring before boarding a



WILLIAMS, ARIZ.—One place where romantics rail enthusiasts, and younger generations can hear, see, smell, and feel the majesty of the Iron Horse is on the Grand Canvon Railway. Of the more than 30,000 steam engines originally built in the United States less than 200 survive today, only a few are still running, and even fewer on everyday passenger railroads (most are on

The steam engine changed everything. It created time zones, kick-started the Industrial Revolution, and connected the East and West Coast, vastly reducing travel time across the United States. In 1901 the railroad reached Grand Canyon South Rim, providing access to one of the Seven Natural Wonders of The World and trains still run on the line to

The New York Times

NEW YORK, SUNDAY, JULY 10, 2016

7 VOCATIONS

Bringing history to life on the Grand Canyon Railway.

THE WORKOLOGIST

The computer swallowed my résumé. BY ROB WALKER



Sunday Business

Vocations The Railway Mechanic

In Love With Locomotives

Eric Hadder, 43, is chief mechanical officer at the Grand Canyon Railway in Williams, Ariz.

Q. How did you become interested in trains?

A. When I was 2, I stayed with my grandparents while my mother was giving birth to my brother. My grandfather brought out a Lionel train set that had belonged to my uncles, and there was an instant attraction. I played with it my whole childhood. I still have it in a box in my garage, to give to my son when he's old enough.

And you pursued that early passion.

I did. Later I got a bachelor's degree in mechanical engineering from the University of Arizona.

You've worked for the railway for almost 20 years and were promoted to chief mechanical officer this year. How did you work your way up?

I worked on the swing shift when I started, servicing the train cars and both steam and diesel engines. The train goes to the canyon and back during the day, so we only had evenings and nights to work. There are no manuals for steam engines. You learn on the job and pass the information on to new employees. Next, I was an engineer and dispatcher, and following that, I supervised the train crews. In 2007, I became the locomotive manager responsible for engineers.

How do the steam locomotives differ from the diesel trains?

The ride into the canyon takes the same amount of time, but the steam locomotive is more involved to operate. An engineer and fireman need to work closely together. The fireman has to maintain the fire, keep an adequate amount of water in the boiler and keep the pressure up in the boiler. The engine makes that chug-chug sound, and the old-time whistle sounds different from the air horn on the diesel engine.



CAITLIN O'HARA FOR THE NEW YORK TIMES

What might surprise riders about the steam engine?

It runs on waste vegetable oil that restaurants discard. We buy it from a recycling company that cleans it.

Why are you drawn to old trains?

Besides the mechanics, I like the history. Trains were arriving at the Grand Canyon even before the National Park Service was created. The Santa Fe Railway did a lot of the work on the park. We capture 100 years of history when we drive trains into the canyon. It's like operating a time machine. I find the history of the development of the Grand Canyon as a national park just as interesting as its geologic history.

Vocations asks people about their jobs. Interview conducted and condensed by Patricia R. Olsen.

FodorśTrave

14 of the Most Over-the-Top Dates That You Can Arrange This Valentine's Day

Here are a few things you should consider splurging on this Valentine's Day.



July 01, 2021 | Commuter/Regional News Passenger

New PARK'D Season Kicks Off With Grand Canyon Railway Visit

Written by Railway Age Staff



UNIVISION

De esta forma puedes viajar en tren al Polo Norte sin salir de Arizona

El Polar Express sale a las 5:30 pm y 7:30 pm. El costo de boleto para adultos está entre entre 44 y 58 dólares, y para niños entre 33 y 45 dólares. "Es muy divertido. Tenemos personas que han tomado el Polar Express durante 19 años".



Construida en 1908, la estación de tren de la ciudad de Williams es histórica. Todos los años, desde la segunda semana de noviembre hasta la primera semana de enero, cientos de familias vienen a esta ciudad del notre de Arizona para abordar el famoso Polar Express.

Inspirado en el cuento clásico infantil, The Polar Express es un paseo en tren hasta el "Polo Norte" para conocer a Santa. Durante el viaje de 90 minutos, los pasajeros disfrutan de entretenimiento a bordo, chocolate caliente y galletas frescas. Al llegar al Polo Norte, Santa se sube al tren para entregarle a cada uno de los pasajeros el primer regalo de navidad: una campana de reno.

POPSUGAR. FAMILY

A Powerful Photo of a Polar Express Train Conductor and a Boy With Autism Is Warming Hearts Everywhere



When Angie, her husband, and their son Ty went to the Grand Canyon to ride the Polar Express — a

When Angie, her husband, and their son Ty went to the Grand Canyon to ride the Polar Express — a dream of Ty's — things didn't go the way they'd hoped. Ty has autism, and when the train pulled up, he became overwhelmed and made it clear he wouldn't be boarding. The parents tried everything they could, but eventually the family went back to their hotef room feeling defeated and at a loss.



The 10 Best Fall Train Rides in the U.S.

Grand Canyon Railway, Arizona

ARP°

17K Shares f 9 🔤 😭 +

AARP's Top Picks: Scenic Train Trips in the U.S.

Stellar routes in Alaska, the Southwest, Cape Cod and beyond

by Ken Budd, **AARP**, Updated December 17, 2021



HOTO BY: KEN L HOWARD / ALAMY STOCK PHOTO

Grand Canyon Railway

Instead of stiting in traffic jams to enter the hugely popular national park, take the train to the South Rim, as burists have done since 1901. The 65-mile trip statis in Williams, Att, and heads through Ponderosa pine forests and desert prairies, You'll also pass the San Francisco Peaks, the highest point in Alizona (elevation: 12,600 feet). The six rail cars range from 1920-ee a Pullmans to the two-floor Luxury Dome, which includes a private bar and a dome for viewing. Watch for animals such as California condors and pronghoms (which look like antelopes), Train trivia: The railway's steam engines, which run once a month on select Statudays, are fueled by recycled french fy oil from Call restaurants.

Cost: Rates range from \$67 to \$226 Reservations: 800-843-8724

Outside

7 Unique Ways to Experience National Parks

From a glass-domed train to downhill skiing, these are some of our favorite adventures in our national parks. Bonus: they get you off the beaten path. too.



Travel by Train

g and hop aboard a train. This year the company Rocky
or will introduce a new route on a glass-domed train between Denver
Utah. The two-night journey will begin near Rocky Montain National
vernight at Glenwood Springs, Colorado, before arriving near
Canyonlands, National Parks (from \$1,250). To see Glacier National
a four-day getaway package (from \$1,250) with Amtrak

You'll disembark s at the historic G cations by Rail o rim tour (from \$ th lodging at the



15 US Train Trips That'll Make You Swear Off Air Travel Forever

The best way to travel the country.



8. Grand Canyon Railway



Craig Zerbe / Getty Images

This train journey is a great way to visit the Grand Canyon without having to worry about parking. It leaves from a station near Flagstaff, Arizona, and travels north to the rim of the canyon, passing through open plains and pine forests along the way. And if you go on the first Saturday of the month, the train is pulled by a vintage steam locomotive!



14 Best Christmas Train Rides Across the Country to Get You in the Holly Jolly Spirit

It's all aboard the country's best Polar Express locomotives!



**

Grand Canyon Railway Polar Express



Location: Williams, Arizona

Trains

Grand Canyon Railway sets eight dates for steam operations in 2021

'Steam Saturdays,' Earth Day, railway anniversary to feature operation of 2-8-2 No. 4960

February 11, 2021

RELATED TOPICS: STEAM/PRESERVATION | TOURIST RAILROADS | SOUTHWEST

WILLIAMS, Ariz. — Steam-powered passenger trains are set to return to the Grand Canyon Railway on eight dates beginning in April 2021, with one of the railroad's two steam locomotives powering a morning train from Williams to the Historic Village inside Grand Canyon National Park.

Steam operations are scheduled for the first Saturday of each month — April 3, May 1, Jus 5, July 3, Aug 7, and Sept. 4 — plus April 24, Earth Day, and Sept. 18, the 120th anniversary of Orand Canyon Railway: These trains will feature 2-8-2 No. 4960, built by Baldwin for the Chicago, Burlington & Quincy in 1923 and converted to operate on recycled vegetable oil.



The Grand Canyon Railway has announced schedule for steam operations in 2021.

Rene A. Mack

martha stewart

12 of the Most Scenic Train Rides to Take Across America

By Amy Marturana Winderl

February 25, 2020

2 of 13

Grand Canyon Railway

After departing from Williams, Arizona, in a restored vintage train car, the Grand Canyon Railway will bring you 65 miles north through Kaibab National Forest to the South Rim of Grand Canyon National Park. Throughout the ride, you'll pass through unique natural landscapes including ponderosa pine forests, open prairies, and



S, open prairies, and

MATADOR (M) NETWORK

TOPICS ADVENTEE SHOP (A)

NEWS

OUTDOOR

LIFESTYLE

DHTERTAMMENT

This 98-year-old Grand Canyon train now runs on French fry oil

IEWS, SUSTAINABILITY, TRAIN TRAVEL, ARIZONA, UNITED STATES



00000

CHUGGING FRENCH FRY oil isn't exactly advisable for humans, but that's exactly what keeps this old train running. The Grand Canyon Railway's Locomotive No. 4,960, AKA The Iron Horse, a steam engine built in 1923, uses waste vegetable oil for fuel.

Trending Now

Adventure Unbound: Four journeys in the Ford Brond Sport SUV PROMOTED

2 The coolest and funniest Google Street View captures from ground the world

The 10 most sought-after US destinations this spring and summer, according to

O THE OPRAH MAGAZINE

These Are the 14 Most Scenic Train Rides in the

Skip the plane next time.

By Narline Jolie Courtney and Grant Bindney Jul 9, 2020



0.111

Rails to the Grand Canyon

This five-day round trip journey gives passengers breathtaking views of the Grand Canyon, with dramatically fewer crowds to experience this wonder of the world. The train departs Los Angeles before making its way to Arizona, where riders board the Grand Canyon Railway for a guided tour of the stunning South Rim and winding its way through narrow corridors. To keep you entertained on



A New Way to Do the Grand Canyon

Something remarkable is happening in the post-quarantine world out at the Grand Canyon. You can charter a heritage train—that's right, the whole train. This private charter experience, known as the Rail Baron Charter, has been in operation only since 2019. Intrigued, we decided to take a closer look.



The Grand Canyon Railway

GH

The 10 Best Train Trips in the U.S. for Stunning Scenery and Family Fun

These inexpensive and scenic routes are just what you need.

Transmination of the same



4 of 10

Grand Canyon Railway

This trip re-creates the historic voyage to the Grand Canyon by rail, which opened to its very first passengers in 1901. Passengers aboard the Grand Canyon Railway depart from Williams Depot and make their way to the Grand Canyon Depot, which is the last operating log depot in the country. The depot is located right in the middle of National Park's historic district, near the storied El Tovar Hotel, and merely 200 yards from the edge of the canyon's South Rim. In all, the trip covers 65 miles of scenic terrain, with unmatched views and photo opps.

BOOK NOW



TRAVELING INTO THE GRAND CANYON BY TRAIN

Posted by Jill Weinlein | California Dreaming, COVID-19, Featured, Train, Travel, Travel
Packages | ★★★★



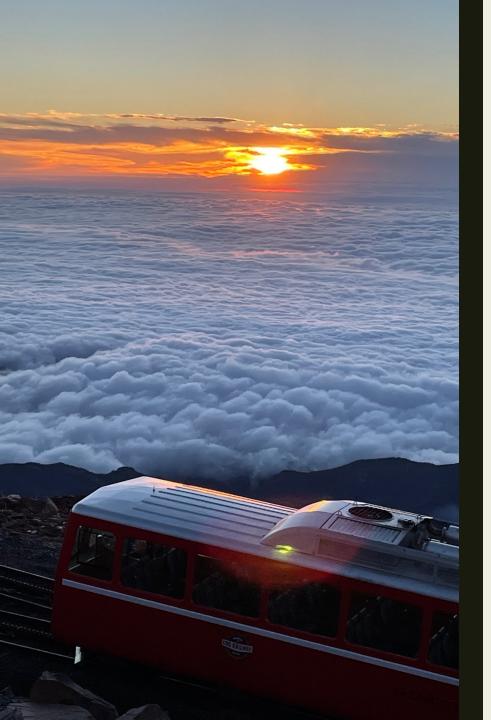
CBS THIS MORNING



The Broadmoor, Manitou & Pikes Peak Cog Railway

- In 2017, the Pikes Peak RW shut down, needing a complete rebuild. Many though it would never return.
- But, after a three year, \$100 million rebuild from the ballast and track up to the railway cars, engines and depots was scheduled to it reopened to in May 2021 (during the pandemic).
- PR was charged with creating the anticipation and driving sales to fill the trains up when the railroad reopened
- While everyone said the obvious the story was the reopening of the railway; the real questions is what story would resonate with the local, regional and even national media?
- To herald the return of America's most unique railway that climbs via cog to more than 14,000 feet (higher than Machu Picchu), where the iconic view inspired the poem, and then song American the Beautiful.
- Originally built in 1891 and owned by the legendary Broadmoor in Colorado Springs, this historic Railway is the highest railroad in America, the highest cog railway in the world, one of Colorado's top attractions, and one of the nation's most unique experiences.
- It's at the summit that Katharine Lee Bates, a female New York Times war correspondent penned America the Beautiful. A Newark church put the poem to music. The rest is history.





The Pikes Peak Cog Railway: The pitch

- The return (timed for Independence Day weekend) of America's most unique railway that climbs via cog to more than 14,000 feet (higher than Machu Picchu), where the iconic view inspired the poem, and then song America, the Beautiful. It's the only 14 footer in the US you can access.
- It's at the summit that Katharine Lee Bates, a female New York Times war correspondent penned America, the Beautiful. A Newark church put the poem to music. The rest is history.
- Originally built in 1891 and owned by the legendary Broadmoor in Colorado Springs, this historic Railway is the highest railroad in America, the highest cog railway in the world, one of Colorado's top attractions, and one of the nation's most unique experiences.

We've Been Working on the Cog Railway

- Drive revenue and advance ticket sales -- literally fill up trains.
- Create local, regional (Front Range) and national awareness via media (magazines, newspapers, online, digital, trades, rail and industry and local and national broadcast).
- Create a robust social media program to follow the rebuild of the railway and opening.
- Offer key exclusives to Trains Magazine, and ABC's Good Morning America. Sunrise at Pikes Peak. Never captured by broadcast; almost impossible to broadcast from (start with it's hard to breath)
- Utilize the power of storytelling and great visuals to follow the entire rebuild of the railway from ripping up the old tracks, to new depots, railcars, rotary snow plows in action and milestone event.
- Tell the story of the poem and song America the Beautiful and the people who penned it, set it to music.
- Herald that this is the only 14,000-foot peak in the US accessible without hiking
- Launch an overhauled website (CogRailway.com) with a complete redesign
- Collect and register an entire new CRM database
- Create conversations and engagement Facebook, Twitter and Instagram

Hammering Home the Conversation

The social media took off, and it was not just railfans Four posts reached over 1 million people on Facebook, including three videos that received over 1 million views:

- Construction at Windy Point Video: 1.6 million people reached (832k total views)
- Construction Tamping Update Video: 635k people reached (341k total views)
- Commissioning of Our Trains Video: 514k people reached (217k total views)
- Snow Blower in Action Video: 3.5 million people reached (2.2 million total views)
- Locomotive in Depot Video: 1.9 million people reached (1 million total views)
- Cog Steering Wheel Explained Video: 3.7 million people reached (2 million total views)



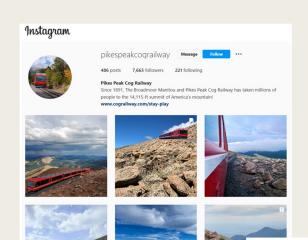
A Completely Rebuilt Website (to drive revenue)

- Since April 2021 when ticket sales went live, web traffic and pageviews increased exponentially:
 - April 2021: 355,078 pageviews; 112,318 users
 - May 2021: 467,252 pageviews; 140,632 users
 - June 2021: 622,541 pageviews; 179,782 users
 - July 2021: 660,126 pageviews; 199,481 users
 - August 2021: 1,353,672 pageviews; 292,752 users



If You Build it (and herald it); they will come

- The Pikes Peak Railway visitation has exceeded expectations.
- Trains in the summer according to the web site were often full, extra trains required
- Ridership in the fall is exceptionally strong (even when it was -10 degrees at the Peak)
- The Pikes Peak RW is again one of Colorado's top attractions.
- Media coverage and news exposure for the reopening of The Broadmoor Manitou and Pikes Peak Cog Railway reached over 1,930,194,504 unique visitors and included coverage with national, regional, and trade media outlets featuring print, digital, radio, and more than 25 local and regional broadcast news and feature segments as well as not one but two massive network broadcast feature segment: two live broadcasts with Good Morning America and a 6-minute CBS Saturday Morning segment. Travel & Leisure, Conde Nast Traveler, Trains, Smithsonian, NPR, Thrillist, TimeOut, Forbes, Lonely Planet, USA Today, The Denver Post, and Discovery also jumped on board and covered the news.







29 Top Things to Do in Colorado

Expect plenty of mountain adventures and spectacular scenery in Colorado.

By Mackenzie Roche | April 21, 2022, at 3:00 p.m.

Summit Pikes Peak



coarding the train down. You can purchase tickets for this round-trip ine in advance. The last way up the mountain is on foot. Only the mos























THE DENVER POST

Take a train to the summit of Pikes Peak — then ride a bike 13 miles (and 5,000 feet) back down



The World's Highest Cog Railroad Is Reopening in Colorado & the **Views Are Unreal**

The scenic train journey is finally open again after a three-year renovation.



Colorado's Broadmoor, Manitou & Pikes Peak Cog

Railway is back



Reopened

TRAVEL+ LEISURE

These Incredible Luxury Trains in Europe Are Sparking a New Trend in Train Travel

Awe-inspiring scenery is also the draw of the Broadmoor Manitou & Pikes Peak Cog Railway (round trips from \$58), which chugs along a nine-mile route to the summit of the iconic Colorado mountain. It reopened in May

after a two-year, \$100 million refresh th depots, and improved access for those











All Aboard!

one of the first to ride the new Cog Railway to the top of Pikes Peak, America's Mountain.

Springs, Colo. – April 2021 – The Broadmoor Manitou and Pikes Peak Cog Railway, America's highest aching a height of 14,115 feet, is back and will be better than ever climbin' up America's Mountain







Watch <u>Here</u> and <u>Here</u>





New York Transit Museum

When the New York Transit Museum received word that its "Subway Sleuths" after school program—created for children on the autism spectrum because they have a natural enthusiasm for and find comfort in the patterned network of the New York City subway system—was receiving an award from the White House, it turned to Percepture to parlay the honor into regional and national media exposure for the museum and the program.

In the midst of the 2016 presidential election with its unusually far reaching media appeal and with less than a month of lead time, Percepture provided media training for museum spokespeople and parents of program participants and hit the phones far and wide with this feel good story, positioning it as the antidote to the dismal and saturated election coverage morass (after all, the award wasn't really the story, just a timely reason to talk about the New York Transit Museum's Subway Sleuths).

Within two weeks of the story breaking, during arguably the most crowded media climate of the year, Percepture secured coverage including *The New York Times*, the leading page of *The New York Daily News, amNewYork*, NY1, New York City's Fox Affiliate (Fox5), and NPR.

The New York Times

Turning Children's Focus Into Fun at the Transit Museum

out New York





DAILY@NEWS | NEW YORK

Brooklyn Transit Museum's 'Subway Sleuths' program help autistic children learn, grow





autism program wins top award

The New York Times

Turning Children's Focus Into Fun at the Transit Museum

About New York

By JIM DWYER DEC. 6, 2016





annewyork

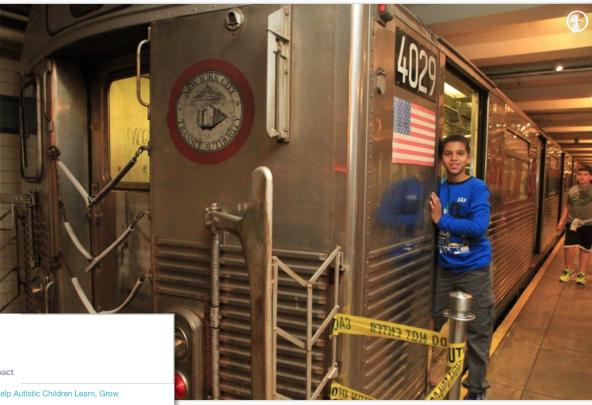


New York Transit Museum's 'Subway Sleuths' autism program wins top award

By Meredith Deliso meredith.deliso@amny.com November 13, 2016

DAILY@NEWS | NEW YORK

Brooklyn Transit Museum's 'Subway Sleuths' program help autistic children learn, grow





Home » News » Brooklyn Transit Museum's 'Subway Sleuths' Program Help Autistic Children Learn, Grow

Brooklyn Transit Museum's 'Subway Sleuths' Program Help Autistic Children Learn. Grow

MONDAY, NOVEMBER 14, 2016

Brooklyn Transit Museum's 'Subway Sleuths' Program Help Autistic Children Learn, Grow



THE TRAIN IS A STAGE, A SET, A BACKLOT

Duke Ellington Orchestra on the "A" Train A moment of clarity



Watch Here

East Broad Top Railroad

- It's a build, a process
- Words matter
- Started as "the King's Tut of U.S. Railroading"
- Coming out of "Hibernation"
- New 1906 cars faster than Acela
- It's The Great Railway, Charlie Brown
- One of the great railroad rides in America (round up)
- How a man that makes things disappear became a future preservationist
- Where to stay, how to access (EBT is rather remote)

Budget Travel

Four Great American Trains to Discover

By René A. Mac

THE EAST BROAD TOP RAILROAD

(Orbisonia, Central Pennsylvania)



Frommer's



Matthew Malkiewicz

A Historic Pennsylvania Railroad Is Turning 150—and You Can Ride Again



TRAVEL+ LEISURE

This Vintage 1950s Train Is Back for the First Time in a Decade — and You Can Ride It in the Northeast

All aboard!

By Stacey Leasca | Published on April 25, 2022



A historic train experience is making a comeback in Pennsylvania.

In April, the <u>East Broad Top Railroad</u> (EBT) located in Orbisonia, within the rolling hills and farmlands of central Pennsylvania, will turn on its engines once again on May 6.



RAILWAY AGE

July 29, 2022 | Passenger

EBT Debuting 'New' Passenger Cars

Written by William C. Vantuono, Editor-in-Chief



Newly arrived "circa 1906" East Broad Top passenger car. Photo by Matthew Malkiewic



King Tut of American Railroads in Pennsylvania

The East Broad Top Railroad (EBT) located in Orbisonia PA and nestled in the rolling hills and farmlands in the central part of the state will start up train rides and historic railroad shop tours on May 6.

The 150-year-old railroad is considered by the Smithsonian to be one of the best preserved examples of 19th century American narrow gauge railroads (the rails less than 4 feet apart so the trains, and everything is smaller than "standard" railroads) and industrial complexes in the country. It was already an antique when it was shut down in 1955; today is it a true treasure that far exceeds the trains and tracks. The EBT still has six narrow-gauge steam locomotives, each awaiting their turn for restoration, one of which is expected in the near future.

From May 6 through the end of the year, the renaissance of the East Broad Top can be experienced on a one-hour train ride in a vintage caboose, passenger car or even an open-air car. While the rail line is 30 plus miles long, trains in 2022 will travel on a nine-mile round-trip ride from the historic roundhouse and shops in Orbisonia to Colgate Grove and back. Prices begin at \$20 for adults and \$18 for children. Visit www.eastbroadtop.com for reservations and information.

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1 Top Railroad (Orbisonia, Central Pennsylvania) ld narrow-gauge railroad coming out of hibernation 1 big way.

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This Vintage American Railroad Adventure Set To Reawaken This Year

ROBIN O'NEAL SMITH

3UN.25.2022



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BUDGET TRAVEL - EXPLORE - INSPIRATIO

An American Railroad Re-Awakens in Pennsylvania

By EBT /BT Staff



Malkiewicz M1 Close Up - Courtesy The East Broad Top Railroad

An American, and certainly a Pennsylvanian, historical experience and adventure is about to awaken after years of hibernation. The East Broad Top Railroad (EBT) located in Orbisonia, PA and nestled in the rolling hills and farmlands in the central part of the state will start up train rides and historic railroad shop tours on May 6.

Summary

- Know your audiences, tailor stories to each one
- Know your geography, drive, seasonal, fly, tailor stories to each one
- Find the story that backs into the bigger story (a person, a technique, culture), history
- Focus on the railroad as a set, a backlot a storyboard for social
- Find the story that goes beyond the track, the railroad, make it personal
- Find stories that are relevant, topics that are in the news
- Major national stories and broadcast usually take more than a year
- All PR needs to be ammunition for marketing (social, DTC, digital, etc.)
- Think beyond travel and vacations. Think business, economic development, skill sets, art, technology and sustainability