



**destiny usa**

**For Immediate Release**

January 4, 2016

**MEDIA CONTACT:** Aiden McGuire, 315.466.6000

**Destiny USA Announces Winter Fun Day Pass**

*-- Destiny USA's Day Pass allows families to play at four entertainment venues for one low price. The pass will now be available to purchase until March 20<sup>th</sup> --*

**Syracuse, NY-** [Destiny USA](#) is bringing back the popular [Winter Fun Day Pass](#) for the winter months. Now through March 20<sup>th</sup>, the Winter Fun Day Pass offers guests admission into four of 13 participating entertainment and restaurant venues at one low cost. With each Day Pass purchase, guests will receive a barcoded card to be used at four venues, along with a free Carousel ride. A guest has 24 hours to use the Winter Fun Day Pass starting with the first entertainment venue they choose.

"We are incredibly excited to bring back the Winter Fun Day Pass, which continues to attract tourists to Destiny USA and Central New York," said Aiden McGuire, director of marketing, Destiny USA. "In fact, more than 60% of Day Pass sales come from greater than 50 miles away. It's a wonderful way for visitors to experience the region's top tourist attraction, all while spending a wonderful wintery days indoor at Destiny USA."

New to the Winter Fun Day Pass this winter is the addition of Margaritaville. Guests will be able to use one of their four redemptions on either a Margaritaville margarita with souvenir cup or an appetizer.

**WHAT:** Destiny USA's Winter Fun Day Pass—the best way to enjoy a fun-filled day at Destiny USA's entertainment venues, while saving money

**WHEN:** Passes can be purchased and used now through March 20<sup>th</sup>

**WHERE:** Purchase the Day Pass online at [www.destinyusa.com/dayoffun](http://www.destinyusa.com/dayoffun), or visit Destiny USA's Guest Services desk on the third level of the expansion, near World of Beer.

**COST:** Children's Day Pass- \$38 plus applicable sales tax (ages 11 and younger – age and weight restrictions apply), Adult Day Pass- \$48 plus applicable sales tax

**WHO:** The participating venues are 5Wits, Amazing Mirror Maze, Billy Beez, Canyon Climb Adventure, Dave and Buster's, Glow Golf, LazerTag, Margaritaville, OptiGolf, Pole Position Raceway, Revolutions Entertainment, Sky Tykes and WonderWorks

###

**Destiny USA** is a 2.4 million square foot tourist destination in Syracuse, NY that includes a strong mix of luxury outlet tenants, restaurants and entertainment. New brands are continuing to open to create a unique and dynamic consumer shopping experience. A stunning three-story glass atrium provides perfect weather year round. Oxford Economics has projected an annual visitation rate of over 25 million visitors from throughout the U.S. and Canada. Destiny USA is expected to be the second most visited shopping center in the country, according to Travel and Leisure magazine. It is the largest LEED® Gold certified retail commercial building in the world.