



About Fairytale Town

Since opening in 1959, Fairytale Town has welcomed families from all over the world through Humpty Dumpty's gate into an enchanted realm. Today, we are welcoming our fourth generation of visitors into two and a half acres of magic and fun that have stood the test of time.

A nonprofit children's storybook park and education center dedicated to promoting the imagination, creativity and education of children, Fairytale Town is home to three-dimensional playsets based on favorite fairytales and nursery rhymes, a family of rare and miniature breed animals, interactive learning gardens and two performing arts stages. Significant physical improvements and innovative programming have established Fairytale Town as an important destination that promotes quality family time, play, creativity, imagination, learning and fun.

Now more than ever, children are bombarded with constant consumer advertising and shock-value entertainment in an increasingly busy world. However, families still have a safe and innocent place all their own at Fairytale Town, where all ages can enjoy gentle play and creative stimulation in a safe and colorful environment.

Located in William Land Park in Sacramento, California, Fairytale Town opened to the public on August 29, 1959, when it was dedicated as a gift to the children of the Central Valley by the City of Sacramento, the Junior League of Sacramento and other community and business leaders. Fairytale Town remains the only literacy-based park that serves children in this region. Year-round special events and educational programming introduce literacy and creative experiences to thousands of visitors.

Fairytale Town became a nonprofit operation in 1997, after being managed by the City of Sacramento for many years. Now supported primarily by the public, this children's park reinvests its revenues in programs, facility upkeep, capital improvements and operations. Less than one percent of our operating budget comes directly from the City of Sacramento.

Park attractions include King Arthur's Castle, the Giant's Foot from Jack and the Beanstalk, a Pirate Ship, Robin Hood's Sherwood Forest, Mr. McGregor's Garden, and the Mother Goose Stage. Numerous slides are situated in playsets throughout the park, including the Old Woman Who Live in a Shoe slide and Owl's Tree House slide. The Crooked Mile is the hands-down favorite set!

Because of the nature of this facility and the large number of visitors each year, Fairytale Town is in a unique position to educate and inspire children from a variety of socioeconomic backgrounds and from a wide geographic area. Fairytale Town has several primary constituent groups: families with children from infancy to age 10, private and public schools, day care centers, regional tourists and children's services organizations.



Fact Sheet

Mission

Fairytale Town's mission is to promote the imagination, creativity and education of children.

Vision

Inspiring, educating and strengthening communities through play.

Key Statistics

- In 2016, nearly 260,000 guests visited Fairytale Town or were served through Fairytale Town's outreach programs. Visitors come from 100 zip codes, 30 counties and many nations.
 - 241,210 visited Fairytale Town
 - 17,477 served through Outreach programs and the Adventure Playground
- More than 15,000 children visit each year on school field trips. In addition, nearly 12,000 children are served through Sacramento Children's Theater, our free offsite musical theater program.
- Fairytale Town provides services to more than 10,000 underserved children through free admission days, free daily admission to special needs children and their caregivers and reduced admission for Title I schools.
- Fairytale Town features playsets based on nursery rhymes and fairytales situated throughout the lush 3.5-acre park. Six sets feature slides. The Crooked Mile, the hands-down favorite set, is one-tenth of a mile long.
- Magic Story Boxes are featured at most of the playsets. These key-operated digital boxes play both stories and songs to add an auditory element to the park experience.
- Weekends in spring are busiest, when up to 1,500 children and adults may visit on any given day.
- Nearly 400 birthday parties are hosted each year in King Arthur's Castle, Pirate's Cove, Sherwood Forest, Pooh Corner and Mr. McGregor's Garden.
- Fairytale Town is located across the street from the Sacramento Zoo, Funderland Amusement Park and the pony rides in William Land Park.

Recent Accomplishments

- Multiple playsets were renovated, including the Jack and the Beanstalk slide, the Mother Goose slide, Japanese Garden Pond, and the Pirate Ship.
- The Sacramento Adventure Playground opened in August 2016. The Playground is a free afterschool youth development program for ages 7 to 15 located in South Sacramento at the Maple Neighborhood Center.
- A new internship program was implemented through Sacramento State. In 2016, five interns from Sacramento State gained experience in education and program management at Fairytale Town.

Programs and Services

Programs

Every season is packed with exciting programs and theater productions that focus on cultural themes, holidays and literacy.

- Signature programs include the 31st anniversary of Safe and Super Halloween and our annual fairy-themed ice cream social, A Midsummer Night's Dream and Crystal Ice Cream Fantasy.
- During the summer months, programs are held nearly every weekend and highlight the arts, agriculture, literacy and more.
- Many programs are based on community partnerships with cultural, arts and literacy organizations such as Folklorico Aztlan de Sacramento, Sacramento Philharmonic & Opera and the Sacramento Public Library.

Literacy Programming

- The Alphabet Garden on the west side of the park features plants starting with each letter of the alphabet in conjunction with literacy signage.
- Literacy elements are part of field trip workshops, weekend programs and daily activities in the park.
- Programs spotlighting reading, writing and speaking include the 17th annual ScholarShare Children's Book Festival and many of our FunCamps.

Arts and Education Programming

- One-of-a-kind children's theater, puppet shows and workshops offer many Northern California children their first experience with live theater. The annual Puppet Festival is host to thousands of school children during May and has grown to become a favorite program of school groups. Puppet shows are offered to the public on the first weekend of every month from March through August.
- Classroom Visits take a Fairytale Town experience directly to regional classrooms. Animal Classroom Visits are available for elementary schools and Theatre Arts Workshops are offered for middle and high schools.
- Public school, private school and homeschool students in pre-kindergarten through 5th grade can enjoy self-guided field trips to Fairytale Town. A special admission rate is available by reservation. During educational workshops, students can discover gardening and nutrition lessons in Mr. McGregor's Garden or learn about the more than 30 friendly animals who live at Fairytale Town.
- Weeklong FunCamps highlight lessons in the visual arts, gardening, animal care, puppetry and theatre arts for children ages four to nine. These camps give young children the opportunity to learn about the vibrant world around them through a variety of activities, workshops, excursions and other interactive programs.
- The Fairytale Town Troupers, our theatre arts education program, teaches young actors ages five to 18 the essentials of live stage production in a practical rehearsal and performance format. Novices work side-by-side with seasoned veterans to gain invaluable hands-on experience in the art of producing live theater.

Off-Site and Outreach Programs

- Sacramento Children's Theater is held at Luther Burbank High School and provides a free musical theater experience for more than 12,000 students in pre-kindergarten through 3rd grade through 15 performances.
- The Sacramento Adventure Playground opened in August 2016 at the Maple Neighborhood Center as an afterschool program for ages 7 to 15. More than 250 youth are registered to attend the Adventure

Playground, and hundreds more attend the all-ages Community Day held each month except for December and January.

Animal Presentations

Each day, guests are given special opportunities to come into close contact with the live farm animals living at Fairytale Town. This hands-on interaction provides education about an animal's care, handling, biology and history.

Birthday Parties

Versatile packages offer an imaginative venue to accommodate small and large groups. By far, the favorite is the Royal Party in King Arthur's Castle package. Sherwood Forest is a shady retreat for private parties. Additional party spots around the park are Mr. McGregor's Garden, Pirate's Cove and Pooh Corner.

Evening Park Rentals

Fairytale Town becomes even more magical after dark and is available many nights of the year for groups up to 1,000. Two acres of beautifully landscaped surroundings offer privacy and security for weddings, receptions, company picnics, family reunions, business networking events, theatrical or musical performances and more.

Annual Memberships

Benefits of membership include free admission for 12 months; discounts on hosted birthday parties, FunCamps, puppet shows and special ticketed events like Safe & Super Halloween; and a subscription to *The Humpty Herald* newsletter as well as advance notice of special events and education programs.

Magic Story Boxes

Twenty-three digital Magic Story Boxes introduce each playset with a story and a song. The boxes are operated with special keys, which are available for purchase at the box office for \$3.75 per key. Key sales generate funds that support programs and improvements at Fairytale Town.

Volunteer Opportunities and Job Training

Those who enjoy gardening, working with children or would be interested in an internship position can get involved with Fairytale Town for small one-time projects or on an ongoing basis at special events, programs and behind-the-scenes projects in the Fairytale Town offices. Our Volun-Teen program teaches young adults ages 13-18 the responsibilities of having a job and equips them with the experience they need to go out and obtain a job in the recreation and community services field.

Discount and Free Admission Programs

Every child should be able to visit Fairytale Town! Free or reduced admission programs are offered to Title I schools and children with disabilities. In addition, Fairytale Town opens its gates free of charge annually on the day after Thanksgiving and the day before Christmas. Admission is also free for the ScholarShare Children's Book Festival and the Sutter Children's Center Wellness Festival.

A Tour Through Fairytale Town

The exhibits throughout Fairytale Town depict favorite nursery rhymes and fairytales. Several playsets are also home to live farm animals. Exhibits include:

King Arthur's Castle

The seat of royal birthday parties at the Round Table of legend, this is one of the original structures at Fairytale Town. It features a maze-like entrance and vibrant murals.

The Old Woman Who Lived in a Shoe

The fastest, tallest slide at Fairytale Town, the red boot towers over Fairytale Town's offices and provides a landmark to all who visit William Land Park.

Crooked Mile

The number-one, all-time favorite set of park visitors, this winding path provides over a tenth of a mile of exercise and fun.

Cheese Stands Alone

This slice of Swiss cheese is a favorite climbing spot and photo backdrop.

Cinderella's Coach

With a team of carousel horses, the pumpkin coach transports the imaginations of young and old.

Sherwood Forest

Hundreds of thousands of children have pretended they were Robin Hood or Maid Marian as they crawled around the Sherwood Forest play structure.

Jack and the Beanstalk

Built in 1994, this set features a giant beanstalk slide and what is certainly the largest foot in the Sacramento area.

Mother Goose

From a distance, she appears to be a statue of this beloved nursery rhyme character, but closer examination reveals an innovative slide built into her voluminous apron.

Rabbit Hole Slide

The Cheshire Cat occasionally makes an appearance directly above this slide into Wonderland.

Mr. McGregor's Garden

Peter was captivated by it, and so are the thousands of children who discover the magic of gardening here each year in this interactive learning garden.

The Children's Theater

One of the oldest theaters in Sacramento built for children and exclusively used for children's theater productions.

The Dish & Spoon Cafe

The Cafe is open year-round and caters to the tastes of childhood. Favorite items include ice cream, hot dogs and sno-cones.

Hickory Dickory Dock Clock

A colorful clock inspires visitors to climb while they learn to tell time.

The Mother Goose Stage

This outdoor stage provides a creative space for children and professionals alike to perform whatever their imaginations can conjure.

The Japanese Garden

A traditional Japanese-style garden based on the ancient fairytale *The Fisherman and the Tortoise*, featuring authentic stone structures from our sister city, Matsuyama, Japan.

The Toadstools

A most curious group of toadstools provide a shady seat next to the water wheel, or the basis for a quick game of balance and hop.

Pirate Ship

Ahoy, matey! Captain Hook and Peter Pan are just over the next wave featuring a moving ship's wheel and a treasure chest.

Jack and Jill Hill

A trip to the top of this hill reveals a real working water well and a slide for tumbling after.

Owl's Tree House Slide

Climb to the top of the tree and discover Pooh's wisest friend, then take an exhilarating ride down the corkscrew slide.

The Little Engine that Could

Feel the power of positive thinking aboard this engine where anyone can become the engineer or just go along for the ride. The two starring engines of the book are featured in this playset.

The Red Tractor

Imagination propels this giant tractor located next to Farmer Brown's Barn.

The Tortoise and the Hare

The lesson of slow and steady wins the race is represented by the larger-than-life slow poke of a tortoise and his lightning-quick pal, the blue hare.

The Yellow Brick Road

Hundreds of families and organizations purchased commemorative bricks to form the Yellow Brick Road leading to Humpty Dumpty's gate. The Road was officially completed in 2012.

EXHIBITS FEATURING LIVE ANIMALS INCLUDE:

Farmer Brown's Barn and the Little Red Hen House

Complete with a two-story spiral slide and a farm display, the Barn area is home to a soon-to-be-named miniature Scottish Highland calf; Eeyore, a miniature Sicilian donkey; Charlotte, a goliath bird-eating tarantula and many more arachnids; the Three Blind Mice; seasonal observation beehive; seasonal egg hatchery; and many chickens.

Mary's Little Lambs

Reading and Writing, two Babydoll sheep, joined the Fairytale Town family in 2009. Their snow-white fleece is sheared every spring.

The Three Little Pigs

The brick house that withstood the wolf's huffing and puffing is now home to three Vietnamese pot-bellied pigs, named Harry, Ron and Neville.

The Three Billy Goats Gruff

Three different goat breeds bring this tale of bravery and family solidarity to life. Named for *The Three Musketeers*, the goats are Athos, a miniature Nigerian dwarf goat; Porthos, an angora goat; and Aramis, a miniature Nubian goat.

The Tale of Peter Rabbit

Having successfully evaded Mr. McGregor, Peter and his sisters, Flopsy, Mopsy and Cottontail, live in splendor at Fairytale Town.

Pirate's Cove

Located adjacent to the Pirate Ship, Pirate's Cove is the site of swashbuckling birthday parties at Fairytale Town. It's also home to three members of our feathered family: Paco, a nine-year old Military Macaw; Oliver, a nine-year old Soloman Island Eclectus; and Ruby, a one-year old Soloman Island Eclectus. Guests can see the birds in the aviary during the warmer months of the year.

Five Tips for a Magical Fairytale Town Experience

- **Let the children take the lead.** Fairytale Town will be more enjoyable for you and your child if you let them take charge and lead you through the park.
- **Give yourself at least 30 minutes.** It can take up to 30 minutes for a child's imagination to take flight, and perhaps longer for older children. Most visitors schedule about two hours for a Fairytale Town visit.
- **Stay out of the moat.** The waterways in Fairytale Town are not meant for swimming or wading, and they can be slippery.
- **Don't feed the animals.** Our animals are on a special diet. Additional food—leaves, human food, etc.—can make them sick.
- **Play and have fun.** Children learn through play. Adults also need playtime, not only to connect with their children, but also to help relax, unwind and gain new perspectives on life and the ever-changing world in which we live.