

News Release

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For Immediate Release

Magic Money to be used at the Fort Worth Stock Show and Expands Gate-to-Gate at the Miami-Dade County Youth Fair in 2018

Event Management System Designed Exclusively for Fairs and Amusement Parks to be Comprehensively Utilized in Running Major Texas Rodeo and Florida's Largest Fair

Charlotte, NC (September 13, 2017) – Magic Money LLC is excited to announce that its full-service event management system will be implemented at the 2018 Fort Worth Stock Show & Rodeo, taking place January 12 through February 3, in Fort Worth, TX, and will expand to full gate to gate at the 2018 Miami-Dade County Youth Fair, taking place March 15 through April 8, in Miami, FL. The Radio Frequency Identification (RFID) based digital ticketing platform was previously implemented by the Youth Fair for rides and games in 2017.

An all-encompassing cloud-based suite of applications, Magic Money covers every aspect of event operations; from front gate ticketing, payment for rides, games, food and beverage, ticket presales, as well as app and kiosk-based reloads and redemptions. Founded by Brett Enright, a prominent concessionaire with decades of experience in the industry, Magic Money is the first cloud-based event software exclusively designed for amusement parks and fair management. Enright, owner of Juicys™, one of the the nation's leading outdoor dining and special event food concession companies, launched the system to streamline the overall event management process in a space that largely remains paper based.

The Fort Worth Stock Show & Rodeo stands as one of the nation's largest and most prominent events, with an average annual attendance of over 1.2 million. This 23-day extravaganza features kid-friendly exhibits, daily live music, and a fun-filled carnival, designed to provide goers with a second-to-none rodeo experience. The Fort Worth Stock Show & Rodeo is using Magic Money's plethora of capabilities to eliminate the time-intensive processes that come with traditional cash and paper ticketing systems, but more importantly to enhance the event goers experience.

Ranked as the largest fair in Florida, with an average of 600,000 annual attendees, the Miami-Dade County Youth Fair will operate gate-to-gate using Magic Money in 2018. All 2017 fairgoers utilized Magic Money wristbands to partake in rides and games, which proved successful, with over 3.5 million individual scans among 300,000 riders.



“We’re thrilled to be coming to Fort Worth and expanding in Miami next year,” remarked Enright. “The whole concept of Magic Money is to provide all parties involved, event management, exhibitors and vendors, and attendees, with a better way to pay and play.”

For more information on the Fort Worth Stock Show & Rodeo, visit <https://fwssr.com/>.

For more information on the Miami-Dade County Youth Fair, visit <http://www.thefair.me/thefair/index.php>.

About Magic Money:

Magic Money LLC is a turnkey full-service RFID event management system designed specifically for fair and amusement park event management. A true gate-to-gate cashless solution, this cloud-based suite of applications allows event management to control all aspects of event operations from front gate, rides and games, food and beverage, parking, ticket presales, ride inspection, and on-site reloads and redemptions. Magic Money provides real-time analytics, decreases labor, and eliminates collecting and counting activities while yielding optimal communication between guests and operators to create the ideal event experience for all parties involved. For more information, please visit www.magicmoney.com.

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