

FOR IMMEDIATE RELEASE

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TREASURE HUNT

THE RIDE

Ahoy There Mateys!

Pirates, Treasure Hunters and Thrill Seekers Are Ready for a New Exclusive Adventure on Cannery Row -- Treasure Hunt: The Ride

Brand-New Dark Ride Experience Set to Open in Monterey, California this Spring

MONTEREY, CA (March 16, 2023) - A recent discovery under Cannery Row has been unearthed, and soon, everyone will have their chance to explore. Legend, myth, curiosity, and adventure – years in the making – have come together to debut Monterey’s newest entertainment experience, [Treasure Hunt: The Ride](#). The first-of-its-kind, standalone attraction will open this spring inviting families and friends to take part in a journey that’s part adventure, part competition, and all fun.

Globally recognized theme fabrication experts, [Daniels Wood Land](#) and internationally-acclaimed family ride creators, [Sally Dark Rides](#), joined together to bring Treasure Hunt: The Ride to life. Through storytelling, creativity, and craftsmanship, the companies developed the all-new dark ride experience that draws inspiration from Monterey’s true pirate history while weaving an original tale. Now part of Cannery Row’s famous tourist site, Treasure Hunt brings something new and fun to the millions of visitors who come to Monterey, California each year.

Treasure Hunt: The Ride is a pirate-themed, interactive adventure that will transport guests through the newly discovered “Cannery Row Caverns”, a network of caverns located below the famous streets of Cannery Row. During this nearly 20-minute adventure, guests learn the history of the notorious pirate Captain Hippolyte Bouchard, who sacked the town of Monterey and kidnapped the town drunk named Molina. Legend says Bouchard and his crew hid their treasure near the shore of Monterey Bay. Could Cannery Row Caverns be Bouchard’s lost pirate lair? By using onboard interactive “Treasure Collector” devices, guests will engage in interactive gameplay and become active participants in solving this mystery. While defending themselves from the ghost of Captain Bouchard, his skeleton crew and other creatures skulking in the caverns, guests also collect the pirates’ hidden booty, competing for a vast treasure collection of their own.

Throughout the journey aboard unique “Cavern Cars” guests are immersed in a richly themed environment with special effects including sounds, scents, light mist, themed lighting, incredible hand-crafted set pieces and realistic animatronics. Pirates, sea monsters, glimmering gold coins and priceless treasure are around every corner. Treasure Hunt: The Ride’s broad appeal will welcome families, thrill-seekers, and anyone who enjoys spirited competition.

“We are really excited to debut Treasure Hunt: The Ride later this spring,” shared Rolf Paegert, CEO, Sally Dark Rides, “This project unites Daniels Wood Land and Sally Dark Rides for the first time, bringing together our shared passion for storytelling and building immersive,

interactive environments that entertain guests of all ages. Once the idea to partner together began, the need for the right location arose. Cannery Row provided the perfect opportunity to develop an original, world-class dark ride experience outside of a theme park. Treasure Hunt seamlessly fits in with its historic location beside Monterey Bay, while simultaneously bringing something altogether new to the area.”

“Cannery Row is an incredible destination with a rich pirate history that offers the perfect opportunity to create a spectacular adventure for guests of all ages. Treasure Hunt: The Ride transports guests to a place they’d never imagine could exist beneath the streets of Cannery Row—a place they’ll want to return to often” added Ron Daniels, president, Daniels Wood Land.

“Artisans have been working around the clock to craft the perfect environment for the experience,” he added. “Wooden planks, cave walls, stalactites, skeleton bones, canons, treasure chests and countless gold coins have been strategically placed. The track is completed, and the ride vehicles are exploring the twists and turns. Thematic lighting is complete, and we are well on our way to soon welcome our first guests! Folks are already asking if there really is a network of caverns down there... I say, ‘Of course there are! Come and see for yourself!’”

Treasure Hunt: The Ride’s website is live at TreasureHuntRide.com. Excited adventure seekers can receive the latest news and opening details by registering online or emailing Info@TreasureHuntRide.com.

Treasure Hunt: The Ride is located at 700 Cannery Row in Monterey Bay, California. The attraction will open this spring.

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About Treasure Hunt: The Ride

Treasure Hunt: The Ride is a unique stand-alone attraction located on the historic Cannery Row in Monterey Bay, California. Opening in Spring 2023, the family-friendly experience is an interactive dark ride adventure that features exciting gameplay, immersive scenery, realistic animatronics, and incredible special effects. A first-of-its-kind collaboration from Sally Dark Rides, the leading creator of family ride experiences, and internationally recognized theme fabrication experts, Daniels Wood Land, Treasure Hunt: The Ride brings the theme park ride experience to guests of all ages while putting them in the middle of an incredible pirate adventure. To learn more visit: TreasureHuntRide.com.

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Photo and Image Assets: <https://bit.ly/3ycNT9e>

About Daniels Wood Land

Family-owned and operated Daniels Wood Land is known for its design, fabrication, and installation of innovative experiences for clients all over the world. Products include themed cabins and treehouses, shooting galleries, interactive props, themed sets and environments, animatronic characters, playgrounds, and chainsaw carvings.



For more information about Daniels Wood Land: DanielsWoodLand.com

About Sally Dark Rides

Sally Dark Rides creates story-based dark ride experiences for theme parks and entertainment centers around the world. These rides seamlessly blend art and technology to form incredibly immersive environments that make for unforgettable experiences. The family-owned and operated company boasts a multitude of award-winning attractions and has been recognized as a founding leader of the interactive dark ride.



For more information about Sally Dark Rides, visit SallyDarkRides.com.

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