



MEDIA Ashley Pearce, ashley@dpwpr.com
CONTACTS: Hailey Polzin, hailey@dpwpr.com
Dancie Perugini Ware Public Relations
713.224.9115

HISTORIC PLEASURE PIERS, A CENTURY-OLD CATALYST FOR AMERICAN TOURISM

Galveston Pier to reclaim stature as a premier Pleasure Pier

HOUSTON, TX (January 30, 2012) – Throughout the 20th century, historic Pleasure Piers became America’s centerpiece for preeminent entertainment and family amusement. Chicago’s Navy Pier, Santa Monica Pier, Coney Island’s Luna Park, and Galveston’s Pleasure Pier routinely drew record crowds and headliner entertainers. Originally, municipalities built most of these iconic piers for utility functions; the original Santa Monica Pier opened in 1909 to carry sewer pipes beyond the ocean’s breakers. But entrepreneurs with vision transformed these massive steel and concrete over-water platforms into Pleasure Piers, and tourism soared to new highs as a result.

Historic Pleasure Piers have origins set in the cultural American Renaissance, circa 1876-1917, and specifically the 1893 Chicago World’s Fair, known as The World’s Columbian Exposition. Here, crowds totaling nearly half the American population experienced the first large-scale elaboration of a cultural style gaining momentum known as the City Beautiful Movement. The City Beautiful Movement flourished through the turn of the century, setting a reform in North American architecture and urban planning that used beautification and monumental grandeur in cities to boost morale and civic virtue for the good of all. Indeed, Chicago’s World’s Fair was a defining event in American culture, profoundly influencing architecture and the arts, while bolstering Chicago’s self image and American industrial optimism.

Next in history, came New York’s Coney Island. Built on the legacy of World Fair midways, Coney Island was the largest and most famous of many new amusement complexes built across America. A key representative of City Beautiful ideals, Coney Island attracted millions of visitors each year until World War II, and featured three competing major amusement parks: Luna Park,

- more -

Dreamland and Steeplechase Park. Operating and developing Pleasure Piers were heavily influenced, even inspired by Coney Island's success, and continually drew record crowds in post World War II America.

In the late 1940s, Galveston's Pleasure Pier became king as the largest of its kind in the country. America's top dance bands routinely filled the mammoth Marine ballroom, while outside, in an open-air stadium, patrons watched movies under a star-lit sky. Fishing facilities, a full carnival midway and an aquarium exceeded expectations. Galveston's Pleasure Pier served as an iconic family destination through the ensuing decades, exponentially stimulating the island's tourism, commerce and pride.

Each historic Pleasure Pier has its own cyclical history of splendor, downfall, and for many, rebirth. Yet all join Coney Island in sharing a unique cultural phenomenon of nostalgic pleasure often revealed in pop culture's literature, stage, TV, film, music videos and video games.

In Galveston, Landry's has recently announced a momentous renovation plan to return the 25th Street and Seawall Boulevard pier to its magnificent roots as a preeminent Historic Pleasure Pier. Landry's intends to develop a world-class amusement park for all ages, a grand destination venue reminiscent of the City Beautiful Movement's style, purpose and effect.

ABOUT LANDRY'S

Landry's is a national, diversified restaurant, hospitality and entertainment company principally engaged in the ownership and operation of high end and casual dining restaurants, primarily under the names of Rainforest Cafe, Saltgrass Steak House, Landry's Seafood House, Claim Jumper, Bubba Gump Shrimp Co. and The Chart House as well as the Signature Series: Vic & Anthony's, Brenner's Steakhouse, Grotto, LaGriglia, Willie G's, Oceanaire, the recently acquired McCormick and Schmick's and Morton's The Steakhouse*. The Company is also engaged in the ownership and operation of hospitality businesses, including the Golden Nugget Hotel & Casinos in Atlantic City, New Jersey, Las Vegas and Laughlin, Nevada, the Kemah Boardwalk, the San Luis Resort, Inn at the Ballpark and the Downtown Aquarium in Denver and Houston.

*Slated to close the week of January 30, 2012

###