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FOR IMMEDIATE RELEASE

Bristol Renaissance Faire Unveils Latest Chapter in Live Action Fantasy-Play

KENOSHA, Wis. (Summer 2010) ó Gamers and Renaissance fair fans alike are flocking in rapidly-growing numbers to the newest phenomenon in live action fantasy-play, RenQuest. The RenQuest concept, which originated at the Bristol Renaissance Faire in summer 2008, brings the worldwide popularity of massively multiplayer online role-playing games (MMORPGs), like *World of Warcraft*, into the live action dimension of the Renaissance fair, for the first time, and offers gamers the chance to test their role-playing prowess beyond the realm of their computer screens.

Bristol's RenQuest draws upon the unique resources of one of the country's top Renaissance fairs to create an interactive theatrical experience that goes well beyond the traditional expectation of live action fantasy games. The playing field is an entire 30-acre village with 1,200 period performers, artisans and merchants, and a professional production staff, ready to engage patron-players in an evolving adventure of riddles, spells, hunts and other challenges. As players advance through the levels of the live action game, they earn individual player achievement rewards and accumulate points toward the advancement of one of two feuding factions with which they're aligned. Some quests last a day; others extend over multiple weekends or the entire Faire season.

ó In 2010, Robin Hood and his Merry Men, and the rest of the Faire's street-fighting cast, will take on a central role in RenQuest, promising the most exciting, action-packed player-interactive adventure yet, ó said Bristol's Gamer Guild Director Shane Hill (a.k.a. Thoren Grymm, Chief of the Band of the Twisted Claw).

This summer's RenQuest will provide the final chapter in The Bloodtharcken Trilogy, a story tracing the ongoing struggle between the brave and noble Order of the Sun and the wild, chaotic Lunar Tribe, and the legacy of the Dragon Bloodtharcken.

(more)

RENQUEST ó ADD ONE

As RenQuest's following grows, new opportunities emerge for fans to stay connected and become an even bigger part of the unfolding storyline. The Bristol RenQuest Facebook Fan Page, created in summer 2009, now boasts almost 1,000 fans who use the site to share gaming strategies and create their RenQuest characters online, before attending the Faire. New for 2010, a text messaging campaign provides followers with exclusive, real-time updates on player achievement rewards, faction standings and other related news. To receive automatic updates, players need only text "renquest" to 728647.

The Bristol Renaissance Faire, which will open for its 23rd season on Saturday, July 10, welcomes more than 200,000 guests each summer with an unparalleled collective entertainment experience, including 16th Century games, rides, arts, crafts, food, music, and one-of-a-kind encounters with a colorful cast of period characters. Located just west of I-94's Russell Road exit, near Kenosha, Wis., this year's Faire will run for nine weekends, through Labor Day Monday, Sep. 6. Tickets purchased at the gate are \$18.95 for adults and \$9.50 for children age 5 to 12. RenQuest participation costs an additional \$10 per day or \$15 per weekend. A full-season RenQuest pass costs \$100, which includes five complimentary Faire admissions. Advance ticket discounts are available online at renfair.com or by phone, (847) 395-7773.