

Media Release

"No more scary line ups for tickets at Saunders Farm"

For immediate release:

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ActivePotato.com* brings Online Ticket Sales to Saunders Farm.

Munster, Ontario and Ottawa, Canada—With just 10 days until Haunting Season begins, award-winning [Saunders Farm](#) has teamed up with Ottawa-based, online registration service provider, [ActivePotato.com](#) to bring ticket sales to this eerie-sistible attraction to the Internet.

During the frightful month of October, Saunders Farm is transformed into Canada's most spook-tacular Halloween attraction. Haunted hayrides, the Barn of Terror, the Ghost Town Stage show, hedge mazes and strolling characters combine to create awesome thrills for all ages.

This year there is a new feature that makes visiting Saunders Farm even more convenient than ever—Saunders Farm has teamed up with ActivePotato Corporation to provide Advance Online Ticket Sales for all those mummies and werewolves who hate standing in line.

There is nothing scary about buying tickets in advance; now everyone can go online, purchase their tickets and pay by credit card. Then print the confirmation email and simply show up at the Farm and float through the Online Ticket Sales window.

 <p><i>Online Registrations for Active People</i> www.ActivePotato.com</p>	 <p><i>North American Farm Marketer of the Year 2002</i> www.SaundersFarm.com</p>
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“Saunders Farm is a land mark in our community and provides great value for families and groups—we’re excited about adding the Farm to our growing client base,” said Marwan Forzey, President of ActivePotato Corporation and one of its Founders. “ActivePotato is at the forefront of the Internet revolution transforming long wait times in long lines into web-based transactions that take seconds to complete for people wanting to do everything from go to Saunders Farm with their kids to sign up for a sports team or any other kind of event.”

Advance tickets can be purchased online at: www.saundersfarm.com or www.activepotato.com.

The 2002 Haunting Season runs from October 4th to the 31st on Fridays 6 to 10 pm, Saturdays noon to 10 pm, Sundays noon to 5pm. The Farm is also open Thanksgiving Monday October 14th from noon to 5 pm. and Halloweek nights October 21st to the 30th from 6 to 9 pm.

“We’ve been thinking about selling tickets online for a long time, but hadn’t found the right provider. Then we met with ActivePotato and it was a perfect fit. We wanted absolute security for our guests and we wanted the user experience to meet Saunders Farm criteria—we insist that all aspects of our operation are top notch and that is what we found at AP,” said Mark Saunders, Director of Fun. “Saunders Farm is a family-run business started by my Dad, Bill, and our guests have come to expect the best of us and so we expect to provide it. That’s our tradition and why we have been successful.”

For more information please contact:

Mark Saunders at 613.838.5440 (Mark@SaundersFarm.com)

Or

Marwan Forzley at 613. 263.4189 (Marwan.Forzley@ActivePotato.com)

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Background to ActivePotato Corporation

Founded in 2001, ActivePotato.com is an Ottawa based company that provides online registration and payment services for groups and businesses for all types of events. www.ActivePotato.com is part of a fast growing industry that harnesses the power of the Internet to eliminate the lineups and hassles of registering and handling cheques or cash. ActivePotato.com services everything from team registrations and tour bookings, to signing up for seminars and courses, even selling tickets online for benefit galas. Each year, over 35 million people in North America participate in events and organized sports; ActivePotato.com is available to assist participants and organizers in making seamless connections, online. The convenience of online registration enhances the experience for everyone involved and helps ensure successful events.

For more information please visit www.ActivePotato.com or contact Sheila James, Founder at +1.613.291.8182 or sheila.james@activepotato.com.

* Definition: ActivePotato, noun. Person who enjoys active lifestyle; highly involved in mental and physical exertions. Plural: ActivePotatoes. {Opposite of CouchPotato}.

Background to Saunders Farm

Saunders Farm is an award-winning 100-acre family farm 30 minutes from downtown Ottawa, Canada. Saunders Farm began as a strawberry farm 28 years ago but is most well-known for its "Haunting Season" during October each year.

Recently, Saunders Farm became the first Canadian farm to win the Farm Marketer of the Year award from the North American Farmers' Direct Marketing Association and was a finalist for the small company of the

Year for the Ottawa Tourism and Convention Authority.

For more information please call Mark Saunders, Director of Fun at 613-838-5440 (Mark@SaundersFarm.com) or visit our Spiderweb site: www.saundersfarm.com