



NEW ERA
international school

Unit 4.

Leaflets and Reports

Leaflets

- Leaflets are small, pocket-sized printed documents that aim to provide basic information about an attraction or a campaign in an easily assimilable form—a form easy to understand or take in.



Leaflets

- They consist of not only words but also diagrams and illustrations intended to convey details clearly to readers. It is very likely that your school produces leaflets on various policies to provide information for parents when they visit the school; it is also likely that you have read a range of leaflets about places to visit on holiday. Indeed, some of you may well have built up your own collection of leaflets on places you have visited over the years.



Leaflets


- To achieve the highest ROI, they need to be cheap. On the other hand, leaflets could be used in the same way, but their superior quality and design make them a more attractive option for targeting a more specific group or promoting a product or service with higher value. As a result, leaflets can be inserted in local newspapers, they can be stored in shops, restaurants and other popular places, or they can be placed in your own corporate offices for potential customers. In short, you could make the case that flyers are for one-time events and promotions, while leaflets are better suited for content and company information that has a longer shelf life.

Reading

- Now you will see example of leaflets. It gives details of a theme park in the USA which closed 1981. Read it through it carefully and then answer the questions.

Reading 1 "Rocky Springs Park"

Rocky Springs Park



More fun for your money.



Take a giant step back... to simpler days and lemonade prices. We're one of America's oldest amusement parks, entertaining you in a style that's ours alone.

We've restored our collection of magnificent old rides and added new ones. Our 45 acres of lush woodland hold a full day of rides, shows and excitement. It all adds up to the kind of magical, carefree, good-time family fun your grandparents laughed with and loved long, long ago.

Rocky Springs is excitement! Roll like thunder on the Whirling Dervish, whirl like a leaf in the wind. Hurtle, darting and diving, on a breathtaking journey with our racy rodent, The Wild Mouse. Or ride the Cuddle-up, the fastest in the country; spin and careen as the world flashes by and dancing strobes dazzle the night.

Do you like your excitement a touch on the tame side? There's the Laugh in the Dark, a suspenseful journey through a world of surprises - just made for hugging.

The Carousel, an antique fantasy of exotic animals, glowing with the love an old German master put into each hand carved piece. Wild or tame, there are over a dozen more rides to suit your appetite. And the kids have a land all their own, a playground loaded with swings and things and rides just their size - from Ferris Wheels to Flying Swans.

So many things to do at Rocky Springs... grab a canoe and drift along the lazy Conestoga River. Bean a birdie, bag a bunnie and win yourself a giant moose (stuffed of course) at our games of skill. Watch craftsmen perform their art, beat the electronic games in our big arcade, be a pinball wizard or skeeball star - rollerskate, disco, bingo!

Enjoy a parade, a magic show, or a thumping oompah band. The fun goes on after dark as the park comes ablaze with the color and magic of thousands of lights.

Come, tie a balloon to your wrist, sample a double-dip mocha rum ice cream cone and make friends with the child who lives on inside each of us.

Rocky Springs Park...we're a lot of good fun.


More fun for your money.

Reading 1 "Rocky Springs Park"

Yesteryear at Rocky.

Rocky Springs Park began in the early 1880's as a bathing resort. A stern-paddle steamboat, the Lady Gay, ferried passengers to the park, which was little more than a cleared beach and pavilions for dancing. Within ten years, Rocky Springs grew into one of the nation's first amusement parks. A fleet of steamboats navigated the Conestoga River until after the turn of the century. The nation's first ice cream cones were manufactured at the park in 1904. One of America's earliest rollercoasters, the Figure Eight Toboggan Slide, delighted the adventuresome. And legendary figures like Jack Dempsey, Rudee Vallee, and Carrie Nation entertained capacity audiences at Rocky Springs' 2,000 seat theatre, for some years the largest theatre in the east.

It's easy to relive the fun of the past at Rocky Springs Park. Many of our rides, buildings, and attractions are much the same as they were three generations ago. And our history is displayed in words and old photographs around the park.



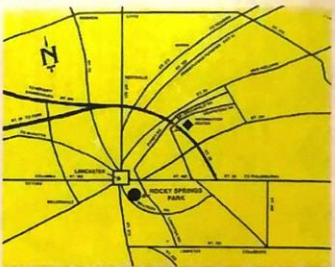
Roads to Rocky.

Rocky Springs Park is located on Millport Road (South Duke Street extended), two miles southeast of Lancaster city.

From Rt. 30: West on Rt. 462 to third traffic light, then south (left turn) on Lampeter Road. Continue one mile, turn right onto Millport Road. Rocky Springs Park is one-half mile on right.

From Rts. 283, 222, 272, 72 and 501: Take bypass (Rt. 30 & 283) east to Hempstead Road exit. Turn right, cross overpass, then make immediate left onto Greenfield Road. At T intersection, turn left onto Pitney Road. Continue two miles and follow signs.

From Lancaster city: Follow South Duke Street two miles to just past the Lancaster County Park. Rocky Springs is on the left.




General Information

Set in the rolling, wooded hills bordering the Conestoga River just beyond the Lancaster city limits, Rocky Springs Park offers rides, games, delicious food, and special events, canoeing, bingo, dancing, rollerskating and picnicing.

Pavilions and catering are available for groups of 25 to 1000. Discounts vary with the size of your group. For more information contact: Group Sales Office, Rocky Springs Park, 1441 Millport Rd., Lancaster, Pa. 17602, or phone (717) 291-5913.

General Admission: \$4.50, includes tickets good for rides and food. Children under three years of age admitted free.

Open 10 A.M. to 10 P.M. daily
May 26 through Labor Day;
10 A.M. to 8 P.M. weekends
September 8 through
November 4.



Rocky Springs Park

1441 Millport Road, Lancaster, PA.

The Rocky Springs leaflet was folded into three. The front of the leaflet is shown on page 44 and the inside on page 45. The sections above were at the back of the leaflet

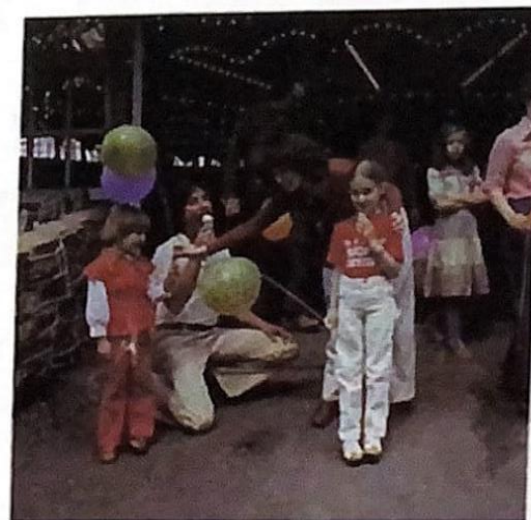


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rk More fun
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Exercise 1: Rocky Springs Park

- 1 Give the names of three of the attractions that you could find at Rocky Springs Park.
- 2 If you did not greatly enjoy scary rides, which ride(s) would you have found most suitable?
- 3 What other entertainments could you find at Rocky Springs Park as well as the rides?
- 4 Give examples from the leaflet that show that Rocky Springs Park was deliberately setting out to appeal to visitors' nostalgia for earlier times.
- 5 When was Rocky Springs Park first opened and what was its original function?
- 6 What evidence can you find in the leaflet that suggests that the Park was popular in its earlier days?
- 7 How do the photographs of the various activities help to reinforce the points made in the text of the leaflet?
- 8 Look up 'careen' in a dictionary and give its meaning as used in the leaflet.
- 9 How far does the Park cater for the interests of the whole family (grandparents, parents and children)? Give examples of activities that would appeal to all age groups.
- 10 At the end of the leaflet is the statement, 'Rocky Springs Park ... we're a lot of good fun.' How far do you think this sums up the information contained in the leaflet? Do you think the leaflet would be more successful if it contained more dynamic language? Give your reasons. Try to find an example of a more recent leaflet for a similar attraction and compare this with the one for Rocky Springs Park.

Thank you!