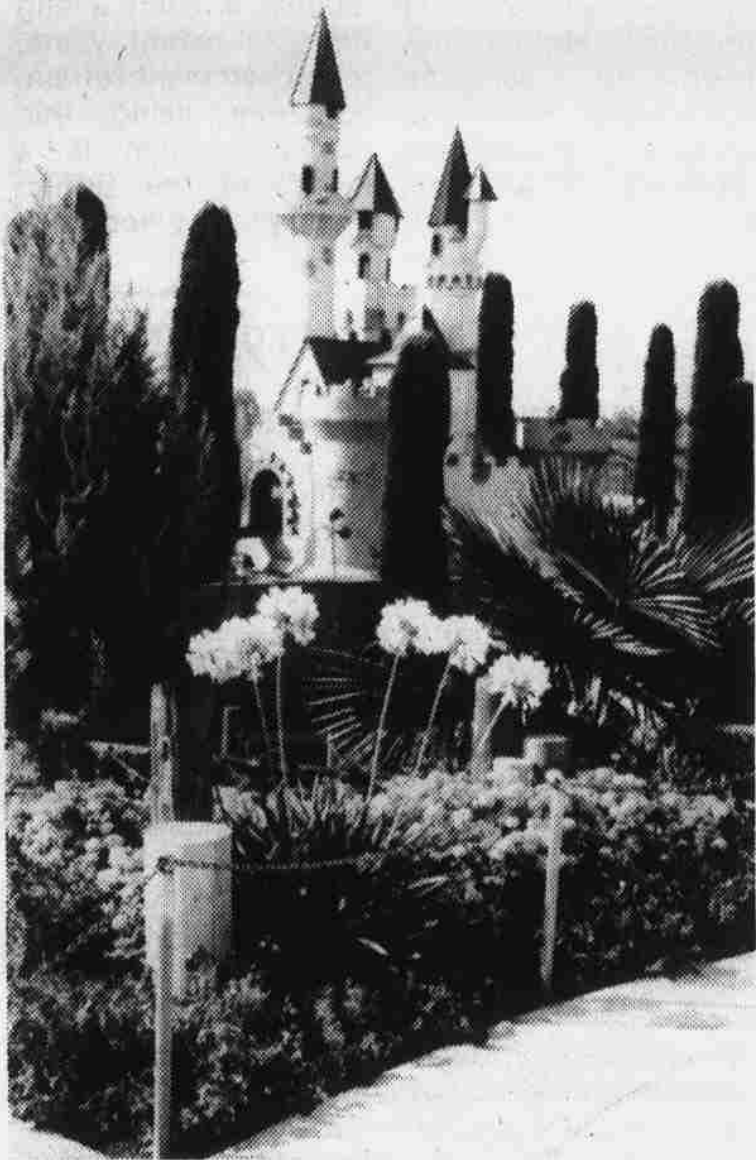


On The West Side Of The Freeway Between Sahara & Spring Mountain...

Scandia Family Fun Center Finds A New Home In Las Vegas



The castle in Sacramento which is very similar to the one being built in Las Vegas.

SCANDIA is a family owned business catering to families. The owners and operators, the Dan Madsen family and the Tony Larson family, operate two centers in California similar to the



Scandia Family Fun Center in Las Vegas - under construction.

one being built in Las Vegas on the west side of I-15 between the Sahara and Spring Mountain off ramps.

The centers have something for family members of every age. The Scandinavian theme park has a Disney like atmosphere. The grounds will be lavishly landscaped with an abundance of flowers, shrubs, trees, ponds, streams, fountains, waterfalls, and miniature European structures. The owners are putting a lifetime of experience into the new project. They believe the new Las Vegas center will be the most attractive and enjoyable family fun center anywhere.

The Scandinavian theme has its roots in that Dan Madsen is a native of Denmark and the Larsons are of Swedish ancestry.

The typical Scandia customer is the little fellow coming to have his birthday party at SCANDIA, the truck driver taking a break to race his CB buddies in SCANDIA'S Lil'Indy Racers, the local baseball player sharpening his batting skills before the big playoff, and the stockbroker taking a minute to vent his frustrations on his favorite video game.

The typical SCANDIA customer is the high school senior out to impress his big date, the young married couple or single person who must get out of the house and want to enjoy themselves out of doors, and the grandmother enjoying a game of miniature golf with her young granddaughter. Parents come to SCANDIA, too. Everyone loves SCANDIA'S miniature golf and

family fun center.

As the park caters to young and old, it does not serve alcohol nor provide gambling facilities. The center is not being built as a tourist attraction. It has been designed to meet the recreational needs of local families. There are no spectator sports. Every SCANDIA activity is a participant activity. The great popularity of the two SCANDIA centers in California has proven this design meets a big need in the recreation industry.

The Madsens have five children and the Larsons have seven. Therefore they should have some idea of what is desired in a family recreation park. Every detail of the design has been directed by Tony Larson. Every detail of the construction has been supervised by Dan Madsen and Ty Larson. When the facility opens, hopefully on August 27th, it will be managed by Ty and Wayne Larson. The brothers grew up in the business. Ty has an education in construction engineering and Wayne has a degree in accounting. They love Las Vegas and are enthusiastic about making their homes here. Todd Larson, another brother, is a medical student who in years past spent his summers as night manager of the Family's SCANDIA Lil' Indy Raceway in California. He is spending this summer assisting with the construction of the new Lil' Indy Raceway in Las Vegas. The brothers are capable managers. Ty outlined three secrets to success in the family recreation business: (1) Treat everyone who comes in as an honored guest. (2) Don't let a single flower wilt or as much as a gum wrapper fall to the ground. (3) Make the place spanking brand new every morning before opening.

There will be no admission charge to SCANDIA. (Continued on page 18)

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