



Mobile Entertainment, LLC  
10610 Morgan Ave S.  
Bloomington, MN 55431  
tel. 952-888-9200  
fax. 952-885-0098

## NEWS RELEASE

May 17, 2004

### **Only in Minneapolis: Guided Magical History Tours™ on Segways!**

Rediscover St. Anthony Main and travel back in time on a Magical History Tour™! Ride a Segway as you enjoy the rich history of the Minneapolis Riverfront area from 10,000 BC to present without breaking a sweat. Mobile Entertainment has made guided Segway tours into a multimedia experience. Segway riders during the Magical History Tour™ enjoy a captivating audio narrative with authentic sound effects and historic visuals from various eras of the area and stop at Minneapolis' new Mill City Museum for refreshments and a snack. The tours run for two and a half hours including training by Segway certified coaches and cost \$69.95.

Some of the historical features of the regular route are the Hennepin Avenue Bridge, the Stone Arch Bridge, St. Anthony Main, St. Anthony Upper Lock and Dam, Mill Ruins Park, St. Anthony Falls, Bridge Square/Gateway Park, the Saw Mill District, Boom Island and Nicollet Island.

Utilizing Segways as opposed to walking increases a tour range from five blocks to seven miles and offers increased mobility for the elderly and disabled who also have the option of bringing their own personal transportation or electric wheelchair and joining the tours with the same audio and visuals for a reduced price.

Michael Rainville of the Greater Minneapolis Convention & Visitors Association says, "Segway tours are one of the hottest new things to do in Minnesota!"

"Segway tours are great fun for the whole family!" said Katrina Patterson from San Jose, California. "Two hours seemed like ten minutes it was so fun!" added her son John, age 10.

Magical History Tours can accommodate groups of up to 38 people with 19 people riding Segways at a time with the assistance of two guides on Segways while the other 19 tour the Mill City Museum. Other custom routes and tours are available for corporate and larger groups. Ages 13-80 are welcome with a weight restriction of 280 lbs. All riders are required to wear helmets.

Tours will run Thursday through Monday several times a day on a regular schedule until November 15, weather permitting. Tuesday and Wednesday are reserved for corporate groups of eight or more by appointment only. Gift certificates are available; reservations required.

### **Please contact for more information, digital pictures or Segway demonstrations:**

Bill or Emily Neuenschwander  
(952) 888-9200  
Fax: (952) 885-0098  
E-mail: [rental@tcsegway.com](mailto:rental@tcsegway.com)  
[www.MagicalHistoryTour.com](http://www.MagicalHistoryTour.com)