



Land of Fun:

The Story of an Old-Fashioned Amusement Park for the Ages

A feel-good story of a timeless Rehoboth Beach amusement park and how the Fasnacht family that owns Funland created unforgettable summer memories for generations since 1962.

Readers will discover the old-school values of Al Fasnacht, who at 90 has, with his family – four generations who have worked at Funland – created a Rehoboth Beach institution by focusing on the customer experience rather than profits. This book transports readers from today’s “me” generation to a simpler time where the priority was to make people happy by providing safe and affordable fun for the entire family.

Funland has more than 300,000 customers a summer between Mother’s Day and the week after Labor Day, many of whom come from Washington DC, Baltimore, Philadelphia and other places in the Mid-Atlantic.

A book about a place where the traditional family vacation, that includes all family members, and often extended family, lives on.

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Funland Online Store:
shop.funlandrehoboth.com

BOOK EXCERPT

“Funland is such a special place. I think it’s the combination of the sounds, the smells, and the sunshine – everything in life that is fun and happy. Like a Bruce Springsteen song, but for children. I have the biggest smile on my face right now just thinking about Funland.” – Laurie Strongin, CEO, Hope for Henry Foundation

ABOUT THE AUTHOR

Chris Lindsley has 35 years of writing and editing experience. His six summers operating rides and games as part of the Funland family in the early 1980s taught him more about life, hard work and customer service than any job he’s had before or since. He lives in Takoma Park, Maryland, with his wife and two children.



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Inside Land of Fun

Facts, stories and information about the park, the family that owns it and its impact on others since 1962:

- Personal stories from 16 people – one at the end of each chapter – called “My Funland Story,” about what makes Funland so special to them.
- Reasons why the Fasnacht family is a fourth generation family business – something only 3 percent of family businesses accomplish, and the challenges to keeping this going.
- How the Fasnacht family created a Haunted Mansion ride from scratch, with no experience, limited financial resources and very challenging space constraints that is annually ranked as one of the 10 best “Dark Rides” in the US by industry experts.
- Behind-the-scenes stories from Funland employees, from a confession of stealing money while working the games 20 years after it happened to turning a Merry-Go-Round horse from a mare to a stallion with the help of some well-positioned modeling clay.
- The inside story of the five rides still in operation since Funland’s first season in 1962.
- How a powerful Nor’easter, the Great Atlantic Storm of 1962, less than two weeks before closing almost prevented the sale of what was Sport Center to the Fasnacht family.
- Why the Fasnacht family chose to house and feed its full-time workers in a dormitory above the park for many years, and to treat its summer employees like family.
- The emphasis on affordable family fun, as evidenced by ticket prices staying the same for Funland’s first 25 years, and remaining far below that of its closest competitors.
- The story and life lessons of Al Fasnacht, the family’s patriarch, whose work ethic and values set the tone for Funland, and who at 90 still works several hours a day and leads by example.
- Charts showing Funland’s rides and games from 1962 through the present, along with ticket prices during that same span.
- The story behind Funland’s national TV appearance – On the CBS show Sunday Morning in 2015 (see video: www.cbsnews.com/news/a-fun-ride-back-in-time) – and the impact it had on the park and the family that runs it.
- How illustrator and graphic designer Brian Allen, who created the Philadelphia Flyers mascot Gritty, has left his mark at Funland as well.
- The letter from a then 6-year-old Funland customer that would make anyone want to experience the park.
- The most common phrases customers use to describe the park and why: timeless, nostalgic, throwback, safe, smells like summer, happy place, affordable, family fun.



FOR MORE INFORMATION:

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