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CONTACT:

Erica Asmus-Otero
505-259-2202
Erica@InPressLLC.com

‘Unbelievable Pass’ Connects Fun-Seekers with Businesses Impacted by Pandemic

NM’s Only Entertainment Pass Provides Discounts to Residents, Visitors

ALBUQUERQUE, N.M. – June 3, 2021 – An Albuquerque business owner will be launching the “Unbelievable Pass” (“Pass”) on June 7, 2021, as a solution to support entertainment-industry businesses, impacted by last year’s COVID closures, by connecting them with New Mexicans who are eager to have some fun. The Unbelievable Pass is the only entertainment and discount pass of its kind in New Mexico. The Pass is supported by destination marketing organization, Visit Albuquerque.

“Like many businesses, mine was hit hard financially over the past year due to closures associated with COVID,” said Courtney Ballew, owner of Roller King and creator of the Unbelievable Pass. “During that time, I had a lot of time to think about how I could help other businesses while also providing financially-strapped New Mexicans discounts at some of the City’s best entertainment-based businesses. And that’s how the Pass was born.”

“The Unbelievable Pass is designed to encourage people to explore a wide range of fun activities, ranging from museums to outdoor recreation,” said Tania Armenta, president and CEO of Visit Albuquerque. “Visitors will be able to check out some of the best entertainment our city has to offer, while local residents can use the pass to discover a new favorite place to play.”

“As long-time supporters of Visit Albuquerque and the New Mexico tourism industry, we are excited for the Unbelievable Pass to hit the market,” said Scott Appelman, president and CEO of Rainbow Ryders. “We love the idea of providing easy-to-find deals and activities to locals and visitors alike, all in one place.”

The Pass provides discounts at nearly three dozen entertainment-based businesses in the metro area, with additional businesses joining soon. The Pass is currently under an introductory rate and may be purchased online. At the introductory rate, the Pass is available as a three month (\$59.99), six month (\$99.99) and annual pass (\$159.99). If customers take advantage of all the activities on the Pass, they would save well over \$3,000 at new and familiar venues.

For example, just taking a balloon ride with Rainbow Ryders and a rafting trip with Big River Raft Trips, a person would save close to \$100 which is the same cost as a six-month Pass.

The Pass may be purchased **beginning on June 7 (only)** online at www.unbelievablepass.com, allowing customers to immediately access discounts at participating businesses. Vouchers will be available on customers' Smartphones, allowing them to use the discount at the place of business. The partner business would then apply the discount to their normal fees. Customers who purchase the Pass have up to six months to activate it, no matter which plan they choose.

The Pass continues to grow the number of partner businesses. Partner businesses are not charged to participate and will provide discounts of their choice to customers. Businesses will receive exposure in all marketing at no cost to them outside of their discount. Businesses will receive 100 percent of all sales at their places of business. Interested businesses may contact Courtney at courtney.ballew@gmail.com to become a partner.

Activities currently available on the Pass range from discounted hot air balloon rides to popular museums, white water rafting, golf, unlimited skating, escape rooms, paint and wine sessions, tours and much more.

The Pass will be available for purchase beginning on June 7 (only). For more information, to purchase the Pass, or to see the list of partner businesses visit www.unbelievablepass.com or contact Courtney Ballew at courtney.ballew@gmail.com.

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