



Wildwoods Boardwalk Special Improvement District, Management Corporation
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FOR IMMEDIATE RELEASE

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WILDWOODS SIGHTSEER TRAM CAR RETURNS ON MOTHER'S DAY WEEKEND!

WILDWOOD, NJ, April 16, 2024 – Just in time for Mother's Day weekend, the Boardwalk Special Improvement District (SID) has announced that Sightseer Tram Car rides, and the iconic "Watch The Tram Car Please" announcement will return to the Wildwoods Boardwalk on Saturday, May 11th!

2024 will be the 76th season of the Sightseer Tram Cars carrying happy families up and down the 38 blocks of fun shops, amusement piers, waterparks, bars and restaurants, that make up the 2-mile-long Wildwoods Boardwalk. The Tram Cars debuted in 1939 at the New York's World's Fair in Flushing Meadow, NY. President Franklin D. Roosevelt opened the World's Fair ceremonies and televisions were sold for the first time the next day! TV screens were 5 to 12 inches and sold for \$200 to \$1,000, meaning only the wealthy could afford such an extravagance. The Tram Car's one-way fare was 10¢ when they were brought to the Wildwoods Boardwalk in 1949, and they have certainly traveled through a lot of US History over all those years!

Beginning on May 11th, the Sightseer Tram Car will operate on Saturdays and Sundays through May 19th, starting at Noon. Tram Car Operation will follow the Morey's Piers closing schedule that can be found online at <https://www.moreyspiers.com/info/park-hours>

The Tram Cars will offer Memorial Day Weekend service from Thursday, May 23rd through Tuesday, May 28th, starting at Noon and closing shortly after Morey's Piers close. Beginning on May 30th the Tram Cars will be operating full time and be available 7 days a week through Labor Day Weekend, from Noon until Morey's Piers close.

The single undiscounted one-way fare to ride the Sightseer Tram Car is \$5 but everyone knows there are many options to purchase discounted tickets, as well as the Hop On Hop Off Wristband that allows unlimited rides from opening until 5 pm on a single day for \$13! Be sure to download the Wildwoods Tram Car app for discounted tickets and you'll get a free fare with your first purchase! Discounted fares are also available at the Tram Car Store on the Boardwalk at Cresse Avenue, the Tram Car Kiosk on the Boardwalk at 16th Avenue and at many Boardwalk Businesses in between. You can find all the details in the Tram Car Store and online at <https://www.dooww.com/tramcar>

The Sightseer Tram Car is the best way to travel the 2-mile Wildwoods Boardwalk and experience everything it has to offer! When you're in the Wildwoods, ride and "Watch The Tram Car Please"!

Stay in the know about everything happening on the Wildwoods Boardwalk!
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Instagram [wildwood_by_the_sea](https://www.instagram.com/wildwood_by_the_sea), X [@DoWildwoodNJ](https://twitter.com/DoWildwoodNJ) and Tik Tok at [DOOWW_NJ](https://www.tiktok.com/@DOOWW_NJ)