



# falcon's treehouse

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## Falcon's Treehouse Visionary Wins Asian Heritage Award

### Orlando, FL

Falcon's Treehouse, LLC of Orlando, FL is pleased to announce that Cecil Magpuri, President/Chief Creative Officer was awarded the 2010 Asian Heritage Award for Innovation and Technology. The Asian Heritage Awards, now in their 7th year, honor individuals and organizations that have dedicated their lives to the betterment of humanity and community.

Cecil's amazing portfolio of themed entertainment experiences around the world includes the 2005 Thea Award Winning dark ride Curse of DarkKastle and the 2009 Thea Award Winning Dragon's Treasure™, experiences recognized for their unique blend of storytelling and technical wizardry. Recognized as the innovative visionary behind these and many other themed entertainment experiences, the award, presented at the 2010 Award Ceremony in San Diego, CA, was accepted on Cecil's behalf by his father Cesar Magpuri.

"This is such an honor for me," says Cecil Magpuri, "I've always been proud of where I come from, and my heritage has done a lot to shape who I am today. It is wonderful to be recognized by such a special group as the Asian Heritage Society!"

Cecil's work has taken him all over the world, but many of his most engaging projects have been in Asia. The Thea Award Winning Dragon's Treasure™ serves as an entertainment anchor for the City of Dreams Casino in Macau. Cecil and his team at Falcon's Treehouse master planned the Knight Valley theme park at the OCT East Resort, and in 2010 celebrated the opening of their 4D dark ride the Inspiration of Flight at the 2010 Shanghai World Expo.

"Asia has offered us so many exciting opportunities!" says Cecil Magpuri, "To create so many wonderful experiences for such a great part of the world is truly a dream come true."

In 2010 Falcon's Treehouse celebrated the opening of two fantastic new experiences in Shanghai, China. Falcon's Treehouse is currently involved in bringing new and exciting experiences to life, including fantastic new master plans in Asia.

### INTERVIEW CONTACTS:

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### About Falcon's Treehouse, LLC

Falcon's Treehouse, LLC is a creative services firm specializing in creating immersive technology driven experiences designed to thrill and amaze today's sophisticated audiences. Utilizing the most advanced technologies in design, turnkey management and production services, Falcon's Treehouse is a leader in the entertainment and destination industries. Since its inception, Falcon's Treehouse has generated a wide spectrum of work for high-profile clients like Disney, Universal, SeaWorld, Busch Gardens, OCT, Ramoji Film City, Zoological Society of San Diego, Space Center Houston, and Hard Rock. Cecil Magpuri, President of Falcon's Treehouse, is perhaps best known for his innovative use of technology in such Thea Award-winning attractions as Curse of DarkKastle at Busch Gardens Williamsburg and Dragon's Treasure at the City of Dreams Casino in Macau.

Falcon's Treehouse, LLC, headquartered in Orlando, Florida, has a website at

[www.falconstreehouse.com](http://www.falconstreehouse.com)