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MEDIA RELEASE

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New Animal Shows and Concerts Kick Off Summer at Wild Adventures

Park opens daily for the summer May 23

Valdosta, GA – Wild Adventures Theme Park (WA) kicks off the summer Wednesday, May 23 with two new interactive animal shows and 13 all-star concert performances, in addition to 40 thrill rides and over a million gallons of fun in Splash Island Water Park. Endless summer thrills and affordable family fun close to home begin May 23 and continue every day through August 5. In addition, WA celebrates Memorial Day Weekend with The Band Perry and a Bring A Friend Offer for 2012 Season Passholders who visit the park May 26, 27 or 28.

Wild Adventures presents two new animal shows that showcase the park's diverse animal collection and involves the audience like never before. Guests will fall in love with the new interactive animal game show, **Do You Zoo?** that turns animals' natural adaptations into games involving members of the audience. **Creature Feature Extreme** turns the heat up on the original show with some of the world's most misunderstood creatures in the world in an all new in-your-face setting.

Families can enjoy a full day of splashes, thrills and shows during the day and continue the adventures into the evening with all-star concert performances like **The Band Perry** and **Caitlin Gutierrez** this **Saturday, May 26**. With 13 of the 20 concerts of the season scheduled during the summer and included with park admission or a Season Pass, WA is an even greater value for families looking for a summer getaway. The park promises families a variety of musical entertainment, such as The Band Perry, Styx, Charlie Wilson, Mandisa, Sugarland and more all summer long.

As if they needed it, Season Passholders have one more reason to visit WA this Memorial Day Weekend. The park is giving Season Passholders who visit the park Saturday, May 26, Sunday, May 27 or Monday, May 28 one Bring A Friend ticket good to bring a friend to the park any one day in June, excluding Saturdays. This offer is in addition to several perks Season Passholders receive throughout the season like unlimited admission to WA and Splash Island Water Park and discounts on admission for family and friends. Gold Season Passholders get even more perks with a coupon book with more than \$100 of in-park savings, free miniature golf, go-karts and parking.

Guests can purchase Season Passes starting at \$74.99 each, which includes unlimited visits to the theme park, Splash Island Water Park, live entertainment, all-star concerts and special events throughout the season. Season Passes and park admission can be purchased online at www.wildadventures.com, by phone at 229-219-7080 or at the park. Special pricing is available for online purchases of four or more or renewals of 2011 Season Passes by phone or at the park.

2012 Concert Schedule

	- Concadio
April 14	Newsboys, Anthem Lights, Abandon and The City Harmonic
April 21	Thompson Square
May 5	NEEDTOBREATHE
May 12	Kutless
May 26	The Band Perry and Caitlin Gutierrez
June 2	Styx
June 16	Sanctus Real
June 23	Charlie Wilson and Chrisette Michele
June 30	BOSTON
July 7	Mandisa
July 21	World Classic Rockers
July 28	Sugarland, Lauren Alaina and Canaan Smith
August 11	Skillet

^{*}All performers and dates are subject to change due to circumstances beyond the park's control.

Reserved concert seats are an additional cost and are available for purchase online at wildadventures.com, by phone at 229-219-7080 or at the park. Park admission is required.

Wild Adventures Theme Park is a 170-acre theme park, water park, and animal park all in one place for less located in Valdosta, Georgia. The park features one of the largest ride collections in the South, hundreds of exotic animals, Splash Island Water Park, the region's largest water park, shows, festivals and all-star concerts. The park is owned and operated by Herschend Family Entertainment (HFE), a company specializing in family entertainment. For more than half a century, HFE has owned, operated or partnered in 26 properties across ten states, including Branson, Missouri's Silver Dollar City; operating partner with Dolly Parton in Tennessee's Dollywood and Dollywood's Splash Country; operating partner in Atlanta's Stone Mountain Park and owners of Ride the Ducks amphibious tours in six cities.