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## MEDIA RELEASE

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### **Wild Adventures Partners with Local Organizations during Christmas Event**

*Toys for Tots toy drive and Dolly Parton's Imagination Library spread holiday cheer during Wild Adventures Christmas, select days December 15 – January 6*

**Valdosta, GA** – Experience the magic of the holiday season at [Wild Adventures Theme Park](http://www.wildadventures.com) during Wild Adventures Christmas, select days December 15 through January 6, 2013, 12:00 p.m. – 7:00 p.m. Wild Adventures Christmas, the area's most unique holiday celebration, gives families a yuletide getaway with family friendly activities and stunning views in addition to the park's thrill rides, live shows and exotic animals. During Wild Adventures Christmas, the park partners with local organizations to provide toys for boys and girls in need and to foster the love of reading in children in the community.

Activities during Wild Adventures Christmas include the Holly Jolly Safari Party where guests can show off their best dance moves, Safari Santa and Mrs. Claus and the Candy Cane Express train ride which features the reading of "The Gift," the story of Christmas. Children will love hearing the adventures of Tinker the Talking Christmas Tree and making their own holiday souvenir at the Elf's Workshop Craft Station. In addition to the activities, guests will love stepping into a Christmas wonderland with twinkling lights and beautiful holiday decorations.

"Wild Adventures Christmas is a unique and stress-free way to enjoy Christmas and has become a tradition for families in the community," said WA General Manager Molly Deese. "It's the season of giving and we encourage our guests to bring a toy to donate to Toys for Tots or register a child in their family with Imagination Library to give the gift of reading."

During the holiday event, Wild Adventures partners with the Toys for Tots Marine Reserve Program to collect toys for those in need. Guests can help spread holiday cheer to a boy or girl by donating a new, unwrapped toy valued at \$10 or more. Guests receive one free general admission when they purchase a full-price general admission and donate a new toy. The offer is available at the park every operating day, December 15 through January 6, 2013. Admission must be used on the same day of purchase and is valid for the second day free.

Valdosta area Rotary Clubs are giving children the gift of reading, December 15 and 16 at the park, by registering them for Dolly Parton's Imagination Library. Sponsored by Valdosta area Rotary Clubs, Imagination Library fosters a love of reading in children ages birth to five by delivering an age appropriate book each month to their home. The program is limited to children ages birth to five years old who reside in Lowndes County and guests can register their child for the program at the park. For more information on Imagination Library, visit [imaginationlibrary.com](http://imaginationlibrary.com).

For more information, visit [www.wildadventures.com](http://www.wildadventures.com) or call 229-219-7080.

*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.*

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