



3766 Old Ciyattville Road  
Valdosta, Georgia 31601  
Phone (229) 219-7080  
Fax (229) 559-1539  
www.wildadventures.com

## MEDIA RELEASE

Contact:  
Micha Hogan  
(229) 219-7114  
mhogan@wildadventures.com

### **Wild Adventures Announces New Attractions for 2013**

*Beginning October 1 park offers best price on 2013 Season Passes  
with new benefits including risk-free concert guarantee*

**Valdosta, GA** – [Wild Adventures Theme Park](#) (WA) announces the addition of a duo of family rides for the 2013 season. For thrill seekers, the park introduces **TailSpin**, a rocking and spinning ride on a half-pipe which takes riders more than four stories high while facing outward on a motorcycle-like seat. For littler ride enthusiasts, the park is adding **Wacky Wheels**, a whirling teacup-like ride of funky cars. The new rides were announced by Molly Deese, WA's newly-appointed vice president and general manager.

"We've had great response to the improvements we've made in the past few years, but families told us they wanted more thrill rides and rides for younger kids. The boardwalk location of TailSpin and Wacky Wheels creates a new lakeside hub for kids, teens and adults alike," said Deese in making the announcement.

Deese also announced the park has introduced new season pass benefits for 2013 passholders including a risk-free concert guarantee, up to five Bring-A-Friend tickets for each passholder and early water park entry on Saturdays.

Next year, WA is bringing a total of 20 new concerts, live entertainment and shows to the park. The park plans to reveal the full line-up in February 2013.

"Our goal is to always provide families with memorable fun at a great value and this upcoming season is no exception," said Deese. "In addition to the rides, water park and animals, we know that many of our guests enjoy seeing concerts at Wild Adventures. With the new risk-free concert guarantee, families can take advantage of the lowest season pass price right now, knowing that if they're not completely satisfied with the 2013 concert and entertainment schedule when it is announced in February, they can get their money back on any unused passes."

Season passes for 2013 are on-sale now. For a limited time only, until October 31, they are available at the lowest price of the season with up to a \$35 savings for previous passholders.

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In addition to the risk-free concert guarantee, next year’s season passes include two new added benefits: early entry to Splash Island Water Park on Saturdays and up to five Bring-A-Friend Free Days.

“Families told us they wanted even more convenience and flexibility and these new benefits provide just that. For less than the price of a single day admission to other theme parks you can purchase a WA season pass and visit as much as you want, all season,” said Deese. “At Wild Adventures visitors find major coasters, rides, a complete water park and great family-friendly entertainment, including concerts, in a relaxed atmosphere, but pay less,” said Deese.

Season pass pricing:

| <b>Gold Season Pass</b><br><i>Same benefits as a regular season pass plus FREE parking, mini-golf and go-karts and 10% savings off on dining and shopping</i>            | <b>Only Until October 31</b><br><br>\$64.99 for 2012 or 2011 passholders<br><br>\$69.99 for new passholder | <b>2013 Price</b><br><br>\$99.99 |
|--|--|----------------------------------|
| <b>Regular Season Pass</b><br><i>Unlimited admission to Wild Adventures Theme Park and Splash Island Water Park during the 2013 season PLUS remainder of 2012 season</i> | \$59.99 for 2012 or 2011 passholders<br><br>\$64.99 for new passholder                                     | \$79.99                          |

*Prices are per person, plus tax.*

2013 Season Passes are offered online ([www.wildadventures.com](http://www.wildadventures.com)), via phone 229-219-7080 or at the park. Sale ends October 31, 2012.

*Wild Adventures 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, more than 500 wild 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 nearly half a century, HFE has owned, operated or partnered in 21 properties across nine 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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