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## MEDIA RELEASE

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**FOR RELEASE:**

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### **Summer Fun Heats up at Wild Adventures**

*Park opens daily, includes new entertainment, family concerts and new water slides*

**Valdosta, GA** – Wild Adventures Theme Park (WA) kicks off the summer with adventures around every corner. Daily park operations begin **Wednesday, May 25** kicking off a summer of unforgettable discoveries like the expanded Splash Island Water Park, new live shows and family-friendly concerts. In addition, the park celebrates Independence Day with three days of the largest fireworks display in the South and a special concert tribute to legendary artists.

“Now, more than ever, families are looking for affordable summer adventures that are close to home. Wild Adventures is nearby and affordable, it is a theme park, water park, animal park and concert venue all in one location. Whether it’s mild or wild, the park offers something for everyone, and it’s the perfect vacation destination for families,” said Bob Montgomery, WA general manager.

#### ***Water Park Offers Over a Million Gallons of Fun***

A million gallons of fun await guests in the newly expanded Splash Island Water Park with fifteen water attractions, including two new mammoth thrills. For the 2011 season, the popular summer destination grew by six acres to make room for two giant family water slides, Kona Cliffs and Hakini Rapids. Whether it’s conquering the twists, turns and white waters of Hakini Rapids or the high speed triple drops of Kona Cliffs, stomach dropping thrills await guests this summer in the now 17-acre Splash Island Water Park.

#### ***Two New Shows and Fourth of July Heat Up Entertainment Line-Up***

This summer, guests can catch a different live performance each time they visit, with seven limited time shows. The season’s entertainment line-up expands into Splash Island Water Park with two new shows. The new **Splashin’ Beach Party**, beginning May 28, will entertain guests with upbeat tunes perfect for a day at the beach. Also new this summer, **Retro Rock** serves up tunes from the 70s, 80s, and 90s for those enjoying the water park.

The **Anastasini Circus** brings the Big Top to Wild Adventures for four full-weeks this summer, beginning June 11. Eighth-generation world class entertainers, the Anastasinis have been delighting audiences all over the globe with death-defying feats and comedic entertainment. Guests won’t want to miss the precision, originality, and skill featured in a variety of thrilling acts like juggling, acrobatics, and high wire thrills all led by the ring master, Giovanni.

Also in June, popular hypnotist **Tammy Barton** invites guests on stage for a journey of the mind. The intriguing hypnotic show centers around guest participation and their actions while hypnotized. The park's popular country revue, **Country Rocks Live!**, finds a new home in the Lakeside Pavilion beside the lake. Other show favorites, **Creature Feature: Exotic Animal Show**, and **Tigers of India** return to entertain throughout the summer.

WA is the place to celebrate the Fourth of July, during the park's **All Fired Up: A Southern Spectacular Weekend**, July 2-4. The weekend long event features three nights of the largest fireworks display in the South and show stopping musical tributes to legendary artists. All special events and live shows are included with a 2011 Season Pass or park admission, making a trip to the park an affordable and entertaining vacation option for families.

#### **2011 Show Schedule**

|   |                                |
|---|--------------------------------|
| <i>Creature Feature</i>                             | <i>March 12 – September 25</i> |
| <i>Tigers of India</i>                              | <i>March 12 – October 30</i>   |
| <i>Splashin' Beach Party</i>                        | <i>May 28 – August 14</i>      |
| <i>Country Rocks Live!</i>                          | <i>May 28 – August 14</i>      |
| <i>Anastasini Circus</i>                            | <i>June 11 – July 10</i>       |
| <i>Hypnotist Tammy Barton</i>                       | <i>June 18 – July 8</i>        |
| <i>All Fired Up: A Southern Spectacular Weekend</i> | <i>July 2 - 4</i>              |
| <i>Retro Rock</i>                                   | <i>July 2 – August 14</i>      |

#### **Summer Concert Series Heats up the Night**

Featuring the region's largest outdoor amphitheater, WA promises families a variety of musical experiences this summer, spanning from May to August. The park line-up includes family concert performances in the rock, country, Christian and gospel genres. Scheduled to perform are:

|                  |   |
|------------------|---|
| <i>May 21</i>    | <i>Josh Turner</i>  |
| <i>May 28</i>    | <i>Foreigner</i>  |
| <i>June 11</i>   | <i>Lady Antebellum</i>  |
| <i>June 25</i>   | <i>Casting Crowns</i>   |
| <i>July 16</i>   | <i>Tye Tribbett and Luther Barnes &amp; the Sunset Jubilaires</i> |
| <i>July 23</i>   | <i>World Classic Rockers</i>                                      |
| <i>August 13</i> | <i>Skillet</i>  |
| <i>August 20</i> | <i>MAZE, featuring Frankie Beverly</i>                            |

All concerts are free with general park admission or a 2011 Season Pass. Reserved seats are available for an additional \$15.

#### **Season Passes Provide Unlimited Adventures**

Families can vacation anytime with season passes on-sale at [www.WildAdventures.com](http://www.WildAdventures.com). Regular passes are \$69.99 and Gold Passes including free parking are \$89.99. Prices increase by \$10 per pass on June 13. General park admission includes the second day FREE. Adult admission is \$45.99, kids (ages 3-9) and seniors (55 and older) are \$40.99. Prices do not include tax.

*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*

Wild Adventures Fires Up the Summer

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*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 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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