

# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

### ADVENTURE LANDING RESPONDS TO THE ECONOMY

**JACKSONVILLE BEACH, FL** – In response to a poor economy, Adventure Landing has developed seasonal promotions that will allow individuals and families to participate in leisure activities by offering discounts that will make having fun more affordable. “We realize the economy has impacted most of our guests. We want to offer discounts so folks can still come out and have a good time at our parks without spending as much money,” states Lee Hovis, General Manager of the Jacksonville Beach location.

Now through the end of February, Adventure Landing is promoting “Parents Play Free.” For each miniature golf ticket purchased for a child, a parent can play with him/her for no additional cost. For a family of four, this promotion will save them \$14.

For a limited time, Adventure Landing is hosting Family Night on Fridays. From 6pm-10pm, a family of four can enjoy unlimited laser tag and miniature golf, plus a large pepperoni pizza for only \$19.99. Each additional guest is only \$5. “My family loves Adventure Landing. Being able to treat them to an outing there after a long week on a Friday night is “do-able” at this price,” states Leigh Reynolds of Neptune Beach, who has two children. “Also, the unlimited special keeps the kids busy and active!”

#### *Adventure Landing Has Always Been Coupon-Driven*

The owner and founder of the company, Hank Woodburn, has always run his family entertainment businesses with a coupon-driven philosophy. “We want our guests to feel that our places are affordable, so we are always offering discounts through coupons. Our coupons are everywhere: libraries, fast food outlets, direct mail publications, our website, you name it.”

Coupons especially help drive traffic to our facilities during an economic slump. Our guests keep coming back when we offer them fun at a value.”

Adventure Landing also has other ongoing specials such as Super Saturday and All-You-Can-Play Mondays and Thursdays, along with daily specials that change periodically. More information can be found on its website or by clicking on <http://www.adventurelanding.com/jaxbeach/deals.html>.

Adventure Landing operates 10 family entertainment centers nationwide and three in North Florida. For more information, click on <http://www.adventurelanding.com>.

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