



News Release

FOR IMMEDIATE RELEASE

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Adventure Landing Hosts 5th Annual Frog Frolic to Benefit American Heart Association

Jacksonville Beach – The 5th Annual Frog Frolic will be held at Shipwreck Island Waterpark at Adventure Landing on Memorial Day, Monday, May 26th. Thousands of plastic frogs will race around the Lil' St. John's Lazy River at Shipwreck Island Waterpark, located at 1944 Beach Boulevard.

The frogs are numbered, and with each \$5 donation, a numbered ticket is issued to the purchaser which corresponds with one of the numbered frogs.

The first place frog wins its ticket holder a pair of United Motors Matrix II 150's motor scooters, over a \$6000 value, provided by Big Dog Marine. The second place winner receives a \$500 shopping spree provided by St. Augustine Premium Outlets, and the third place winner receives a family trip to Western North Carolina which includes tickets to Ghost Town in the Sky mountain-top theme park with accommodations provided by Smoky Falls Lodge in Maggie Valley. The fourth place winner will receive four Shipwreck Island waterpark passes valid for the 2008 season.

Frog Frolic is Adventure Landing's annual fundraising event. This year the net proceeds will benefit the American Heart Association. Adventure Landing is now accepting \$5 donations for each ticket. The ticket purchaser also receives \$10 off the waterpark admission the day of the event. Ticket holders do not need to be present to win.

"With a terrific grand prize and with all of our staff really getting behind the promotion, we feel like we can contribute to helping heart disease," says Lee Hovis, General Manager of Adventure Landing. "We are offering our cashiers weekly sales contests and we've got some great media partners helping promote the event."

Adventure Landing often aligns itself with charities in the community throughout the year. Annual fundraising events such as their Easter Egg Hunts, Hall of Terror, and media golf tournaments draw thousands of families out to both Jacksonville area Adventure Landing locations, raising money for various non-profit organizations. The Frog Frolic is the biggest fundraiser that Adventure Landing hosts.

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