



News Release

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DATE: July 28, 2009
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Adventure Landing's Great American Frog Race This Saturday at Noon

Jacksonville Beach – The Great American Frog Race will be held at Shipwreck Island Waterpark at Adventure Landing this Saturday, August 1. 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 an Ultimate Scooter Prize Package, over a \$4000 value, provided by Beach Boulevard Automotive. The Scooter package includes a 2009 Sunbeam Scooter, a side ramp trailer, two helmets, two backpacks, two pair of sunglasses, a saddlebag and a \$100 gas card. The second place winner receives a \$500 shopping spree provided by St. Augustine Premium Outlets, and the third place winner receives a family four-pack of 2009/2010 Shipwreck Island Waterpark Season Passes (\$400 value).

The Great American Frog Race (formerly called the Frog Frolic) is Adventure Landing's annual fundraising event. This year the net proceeds will benefit the USA Cares, a non-profit organization that supports military families in need who have been directly affected by War. Adventure Landing is now accepting \$5 donations for each ticket or 3 tickets for \$10. Donations are being collected online at <http://www.AdventureLanding.com> and at the front ticket counter at Jacksonville Beach's Adventure Landing.

The ticket purchaser also receives a free waterpark admission (with the purchase of one admission at regular price) for the day of the event or any day after August 1st through the remaining 2009 season. 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 military families," 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 Great American Frog Race is the biggest fundraiser that Adventure Landing hosts.