

PRESS RELEASE

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FOR IMMEDIATE RELEASE

DATE: November 25, 2008
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Adventure Landing Receives Prestigious Industry Awards

JACKSONVILLE BEACH, FL – Adventure Landing’s in-house marketing department received top industry marketing awards last week in Orlando at the annual IAAPA (International Association Of Amusement Parks & Attractions) Convention and Trade Show. Adventure Landing competed against hundreds of family entertainment centers, zoos, aquariums and theme parks worldwide for the Brass Ring Awards that are judged by an International Marketing Executive Committee.

Adventure Landing received two first place awards for BEST ONLINE ADVERTISING CAMPAIGN and BEST SPECIAL EVENT CAMPAIGN, which was 2007’s Annual Hall of Terror integrated advertising campaign. Adventure Landing also received 2nd Place honors for BEST PUBLIC RELATIONS CAMPAIGN, which was its annual Frog Frolic promotion.

Another marketing award was won by Adventure Landing in October at the World Waterpark Association’s (WWA) annual convention in Las Vegas, Nevada. They received first place for BEST SALES VIDEO. Adventure Landing competed against waterparks worldwide.

Ghost Town in the Sky also Receives Marketing Honors

Julie Dion, VP of Marketing for Adventure Landing, also handles the advertising and marketing for Ghost Town in the Sky, a Wild West Theme Park in Western North Carolina located on top of Buck Mountain. Ghost Town received three first place marketing awards at IAAPA: BEST COLLATERAL, BEST WEBSITE and BEST PUBLIC RELATIONS CAMPAIGN. Ghost Town received a 2nd Place honor for BEST SPECIAL EVENT CAMPAIGN.

Out of the 10 marketing categories recognized, Adventure Landing and Ghost Town combined walked away with half the first place awards!

Hank Woodburn, one of Adventure Landing’s original founders, built the first Adventure Landing thirteen years ago in Jacksonville Beach with plans to expand his concept. Currently there are three locations in New York, one in Dallas, three in Florida and three in North Carolina. Woodburn is also a co-founder for Ghost Town, which re-opened in 2007 after being closed for 5 years. Ghost Town originally opened in 1961 and is considered a NC landmark.