

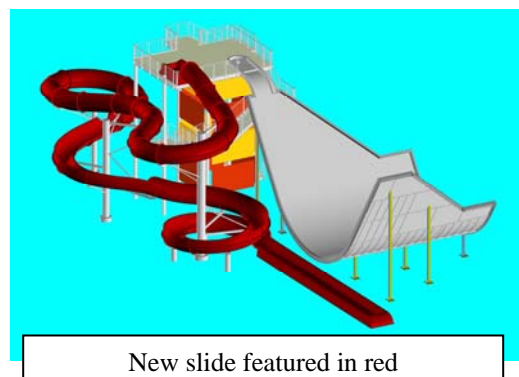
# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

DATE: **January 3, 2008**

## Adventure Landing's Waterpark Adding New Waterslide for 2008 season



**JACKSONVILLE BEACH, FL** - Adventure Landing on Beach Boulevard will be adding a multi-person water thrill slide to Shipwreck Island Waterpark for the 2008 season. The new slide will take two riders at a time through wet twists and turns on a double raft. The waterslide will begin at the top of the existing waterslide tower for the Hydro Half-pipe water ride, which was added in 2001.

Adventure Landing is investing over \$500,000.00 on the new addition, and its ground-breaking will take place in approximately 30 days. "This slide will not only compliment the waterpark's existing slides, but it will enhance our park by giving our guests a new, fun experience that they can share by riding together," said Lee Hovis, General Manager of Adventure Landing. Hovis recently won the World Waterpark Association's first-ever Executive Board Award given for leadership and experience in the waterpark industry.

Adventure Landing is now conducting a NAME THE SLIDE contest. The winner will receive a 2008 Shipwreck Island Waterpark Season Pass and will also have the opportunity to be the first person to ride the slide. People can enter the contest by registering on [www.adventurelanding.com](http://www.adventurelanding.com) starting January 14.

Shipwreck Island Waterpark was built in 1995 and has 14 slides from mild to wild, the Lil' St. John's Lazy River, a 500,000 gallon wave pool and hundreds of chairs for relaxing. Adventure Landing is open year 'round, but the waterpark is seasonal. This year the waterpark will open on weekends starting April 5, daily starting May 17 through September 7, and weekends through September 22. For a complete schedule listing with exact times can be found at <http://www.adventurelanding.com/jaxbeach/wp/calender.html>. The waterpark will re-open for the last day of the year on September 28 for Adventure Landing's annual Dog Lover's Day, featuring Scooby Doo. This year guests can bring their dogs swimming!

Guests can enjoy the waterpark by purchasing daily admission tickets or by purchasing a season pass. Season passes are discounted through March 31 for only \$79.99 each, and pass holders can enjoy the waterpark every day the park is open to the public plus daily specials exclusive to pass holders.

There is are eight other Adventure Landing properties with the headquarters located in Jacksonville Beach. Adventure Landing is dedicated to providing good, clean family fun and to exceed guests' expectations.

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