

NEWS RELEASE

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PHOTOS ATTACHED

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Contest Winner Announced – Adventure Landing’s New Waterslide Has a New Name



The Undertow

JACKSONVILLE BEACH, FL - Adventure Landing on Beach Boulevard unveiled the name of its new waterslide on Wednesday, March 19. The new name is **The Undertow**, which will open to the public on Saturday, May 3. The name was announced yesterday at the official “splash-breaking” ceremony. In lieu of a traditional ground-breaking, Adventure Landing put a “fun twist” to its ceremony. Local celebrity and radio disc jockey Robbie Rose conducted the honors along with Jacksonville Beach Mayor Fland Sharp and Jacksonville Beach Chamber officials Jill Sprowell and Anne Marie Burke.

Adventure Landing 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. The new waterslide will be approximately 400 feet long and will accommodate between 250 to 300 guests per hour.

Name The Slide Contest Winner Announced

Adventure Landing has been conducting a NAME THE SLIDE contest since January. At the Splash-breaking ceremony, the winner of the NAME THE SLIDE contest was Mary Gaskill. Mary, who attended the ceremony with her grandchildren, received four 2008 Shipwreck Island Waterpark Season Passes and also has the opportunity to be the first person to ride the slide with Robbie Rose for submitting the name, The Undertow. Mary was excited that her name was chosen and said, “On behalf of myself and my grandchildren, Haley, Davis and Owen, thank you so much for the opportunity that Adventure Landing gave us. We are your most loyal customers anyway!”

All contestants were invited to the ceremony, and in appreciation of their input, Adventure Landing offered all contestants and their families a free round of miniature golf.

Adventure Landing is investing over \$500,000.00 on the new addition. “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.

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. 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 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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