

NEWS RELEASE

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FOR IMMEDIATE RELEASE

DATE: May 11, 2009
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Hundreds Respond to Free Year-Long Miniature Golf Pass

Jacksonville, FL – On Saturday, May 9th, Adventure Landing distributed 900 free Miniature Golf Season passes to guests who lined up at the door prior to the parks' opening. This year marks the third annual, company-wide celebration of National Miniature Golf Day. Adventure Landing offered a free Miniature Golf Season Pass (\$79.99 value) to the first 100 guests that purchase a round of golf on May 9th at each of its locations that have miniature golf.

Lines of people wrapped around each Adventure Landing location starting as early as 5am. Photos from various locations include Gastonia NC http://www.adventurelanding.com/images/nmgd002web_000.jpg, Jacksonville FL <http://www.adventurelanding.com/images/002web.jpg> and Rochester (Greece), NY http://www.adventurelanding.com/images/100_1007web.JPG.

All locations (three in North Florida, three in North Carolina, two in New York and one in Texas) ran out of the season passes within one hour of opening, and several locations ran out of the passes prior to opening.

“We think the promotion did so well this year as a result of the economy,” explains Julie Dion, Vice President of Sales & Marketing. “Guests are really looking for a good value this year, and you can’t get a much better deal than a free pass to play miniature golf for a year!”

Adventure Landing has declared the second Saturday of every May as “National Miniature Golf Day.” Adventure Landing has registered this holiday with McGraw-Hill. “National Miniature Golf Day” has been officially recognized and published in Chase’s 2009 Calendar of Events, a comprehensive holiday and event reference book, and Adventure Landing is the sponsor of the holiday. “Miniature Golf is the original attraction for Adventure Landing and is fun for all ages,” explains Hank Woodburn, founder of Adventure Landing. “This is sort of a salute to our roots in the family entertainment business.”

Adventure Landing, headquartered in Jacksonville Beach, consists of ten family entertainment centers around the country. Each captures the audience of families, teens and groups of all nature. Adventure Landing parks offer a combination of family fun attractions including video games, go-karts, laser tag, miniature golf courses, batting cages, birthday parties, corporate team building and group events. The Tonawanda location also features the Teddy Bear Factory, an interactive activity that allows children to build their own stuffed animal. Locations are open year around.

Visit Adventure Landing’s website for more details, www.adventurelanding.com.