

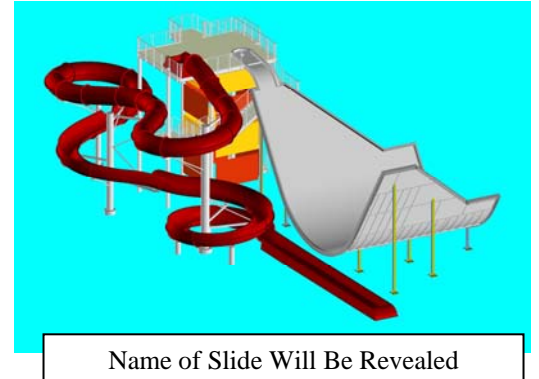
# MEDIA ALERT

1944 Beach Blvd., Jacksonville Beach, FL 32250 (904) 246-4386

## FOR IMMEDIATE RELEASE PHOTO OPPORTUNITIES

DATE: March 13, 2008

## Adventure Landing's New Waterslide Official "Splash-breaking" Ceremony Is Scheduled



**JACKSONVILLE BEACH, FL** - Adventure Landing on Beach Boulevard will hold an official "splash-breaking" ceremony in honor of its new waterslide attraction on Wednesday, March 19, at 5pm. In lieu of a traditional ground-breaking, Adventure Landing will put a "fun twist" to its ceremony. Local celebrity and radio disc jockey Robbie Rose will be conducting 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.

### New Waterslide Name Will Be Revealed

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 will be revealed along with the name selection. 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 with Robbie Rose!

All contestants have been invited to the ceremony, and in appreciation of their input, Adventure Landing is offering all contestants and their families a free round of miniature golf on that night.

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.

CONTACT: Julie Dion  
PHONE: (904) 249-9784  
FAX: (904) 246-0536  
[www.adventurelanding.com](http://www.adventurelanding.com)  
EMAIL: [juliedion@comcast.net](mailto:juliedion@comcast.net)