

PRESS RELEASE

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3RD ANNUAL FROG FROLIC SCHEDULED

JACKSONVILLE BEACH, FL - Adventure Landing's Frog Frolic will be held at the Jacksonville Beach family entertainment center on Saturday, July 29th at noon.

Thousands of plastic frogs will race around the Lil' St. John's Lazy River at Shipwreck Island Waterpark. The first place frog wins its ticket holder a \$5000 shopping spree provided by The Avenues. The second place winner receives an XBOX 360 provided by Pepsi, and the third place winner receives four Shipwreck Island Season passes valid 2006-2007 seasons.

Frog Frolic is an annual, fundraising event that benefits the Epilepsy Foundation of Northeast Florida. Adventure Landing is now accepting \$5 donations, and with each \$5 donation, a numbered ticket is issued to the purchaser which corresponds with a numbered frog. The ticket purchaser also receives a free waterpark pass (with the purchase of an all-day, full-priced waterpark pass), valid the day of the event and thereafter through the 2006 season. Ticket holders do not need to be present to win.

Last year, Adventure Landing raised over \$9000 for Epilepsy, and this year's goal is \$20,000. All net proceeds generated from the Frog Frolic go to the Epilepsy Foundation. "With a terrific grand prize and with all of our staff really getting behind the promotion, we feel like this is an obtainable goal," says Lee Hovis, General Manager of Adventure Landing. "We are offering our cashiers weekly sales contests and we've got some great media partners helping promote the event."

The Epilepsy Foundation provides resources such as case management, medical, employment and educational services to people in northeast Florida counties. Epilepsy affects over 30,000 people on the First Coast. For the official contest rules and regulations, contact the Epilepsy Foundation of Northeast Florida, (904) 731-3752.

Adventure Landing often aligns itself with charities in the community throughout the year. Annual fundraising events such as their Easter Egg Hunts, Hall of Terror, and media golf tournaments draw thousands of families out to both Jacksonville area Adventure Landing locations, raising money for various non-profit organizations. The Frog Frolic is the biggest fundraiser that Adventure Landing hosts. The Epilepsy Foundation relies heavily on the proceeds each year to fund some of its services.