

# PRESS RELEASE

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## FOR IMMEDIATE RELEASE

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## Adventure Landing Receives Prestigious Industry Awards

**JACKSONVILLE BEACH, FL** – Adventure Landing “swept” the awards ceremony this week in Atlanta, GA, at the annual IAAPA (International Association Of Amusement Parks & Attractions) Convention and Trade Show. Adventure Landing competed against family entertainment centers worldwide and was recognized as one of the Amusement Industry’s TOP FAMILY ENTERTAINMENT CENTERS (FEC’s) OF THE WORLD. Only a select few companies received this honorable recognition.

The criteria for the TOP FEC’S OF THE WORLD AWARD is based on operational standards, marketing strategies and staying current and/or on the leading edge of industry trends. Adventure Landing is considered unique in the industry because it operates a year-round facility that appeals to the local market and a seasonal, destination-based (as well as local-market) attraction, Shipwreck Island Waterpark.

Adventure Landing also received two first place marketing awards at IAAPA for BEST TV COMMERCIAL and BEST MEDIA KIT. Adventure Landing handles all of its marketing and advertising in-house.

Two more marketing awards were won by Adventure Landing in October at the World Waterpark Association’s annual convention. They received first place for BEST IN-HOUSE PROMOTION and BEST SALES VIDEO, and Adventure Landing competed against waterparks worldwide.

Hank Woodburn, one of Adventure Landing’s original founders, built the first Adventure Landing ten years ago in Jacksonville Beach with plans to expand his concept. Currently there are three locations in New York, one in Dallas, two in Florida and three in North Carolina, and there are still plans to grow the group of parks and expand existing locations. Several potential sites for new locations are currently being considered.