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## **NEW WET 'N' WILD WATER PARK SET TO MAKE WAVES IN THE VALLEY THIS SUMMER**

***Multi-Million Dollar Water Park Will Feature More than 30 Thrill-Inducing Sides & Attractions Including the World's First Dueling Master Blaster Water Coasters***

**PHOENIX (April 21, 2009)** -- As temperatures start to rise, Valley residents have an exhilarating way to keep cool this summer with the opening of **Wet 'n' Wild Phoenix** ([www.phoenixwetnwild.com](http://www.phoenixwetnwild.com)), a new \$30 million dollar water park located in North Phoenix near I-17, on Pinnacle Peak Road. Set to open in mid-June, the park will be the largest in the state and will feature heart-racing slides such as **Maximum Velocity** – the world's first, gravity-defying, dueling Master Blaster water coaster.

"We are transforming the amusement and water park landscape in the Southwest and creating the ultimate entertainment destination for families with the opening of Wet 'n' Wild Phoenix," said Scott Cooper, General Manager of Wet 'n' Wild Phoenix. "The park will feature some of the world's most incredible slides and will offer an experience unlike anything Valley residents have seen before."

Set on more than 35 acres, the park features more than 30 slides and attractions and is being developed by Australian company, Village Roadshow Limited ([www.villageroadshow.com.au](http://www.villageroadshow.com.au)). Internationally recognized as one of the largest and most diverse entertainment companies in the world, Village Roadshow has interests in film production, cinema exhibitions, radio, music, aquariums and theme parks. The company's flagship water park, Wet 'n' Wild Water World located on the Gold Coast in Australia, entertains more than one million visitors each year and is consistently recognized as one of the top water parks in the world.

"Village Roadshow set the bar for water parks extremely high when it opened Wet 'n' Wild Water World" said Tim Carroll, Chief Marketing Officer for Village Roadshow Limited. "With the combination of Phoenix's great weather and our first-of-their-kind attractions that are unrivaled by anything in the Valley, we are set to duplicate the resounding success of the Australian park with our new Phoenix location."

Wet 'n' Wild Phoenix is ideal for families and thrill seekers alike. While adrenaline addicts can enjoy slides such as **Tornado**, which catapults riders into a 45-foot-tall funnel and drops them into a swirling splashdown pool, the park also features tamer attractions such as the relaxing **Cactus Cooler**, a winding lazy river; the **Desert Palms Playground**, an interactive children's area filled with fountains, mini-slides and a dumping bucket; and **Monsoon Bay**, a 700,000-gallon wave pool which delivers four-foot swells and will be home to future "Dive 'n' Movies" throughout the season.

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Wet 'n' Wild Phoenix also features something that all Valley residents can certainly appreciate: shade – and lots of it. In addition to lofty palm trees and ample shade structures, the park features 18 custom-made cabanas that can be rented and include everything from private lounge chairs and ceiling fans to televisions and personal wait staff.

“Our resort-style approach to water parks will provide Arizona families with an entirely new theme park experience,” said Cooper. “Further, because pool-season in the Valley lasts beyond Labor Day, we see it as a great opportunity to extend our season well into the fall months.”

Unlike other area water parks, Wet 'n' Wild will offer a longer season, allowing visitors to experience the park from mid-June through the first of November. Daily admission for Wet 'n' Wild will range from \$26.99 - \$34.99 (plus tax); and for the value-minded, season passes will be available, at a limited, Early Bird Promotional price of \$59.99 (plus tax). Season pass holders will have unlimited admittance to the park for the entire season, and will get special access to discounts, unique promotions and events throughout the year.

Wet 'n' Wild's official opening date is set for mid June. The official opening date, as well as events surrounding the park's grand opening will be announced in the coming weeks. For more information, or to track the progress of the park, visit the Wet 'n' Wild Myspace page at: [www.myspace.com/wetnwildphx](http://www.myspace.com/wetnwildphx), the soon-to-be published Facebook Fan Page, or on Twitter at: [www.twitter.com/wetnwildphx](http://www.twitter.com/wetnwildphx).

**\*\*MEDIA HARD HAT TOURS ARE AVAILABLE UPON REQUEST. \*\***  
Contact Paul Peterson, at 480-505-4539 to arrange a tour.

**About Wet 'n' Wild Phoenix:**

Set on more than 35 acres in North Phoenix on Pinnacle Peak Road, near I-17, the new Wet 'n' Wild water park is the largest theme park in Arizona and features **Maximum Velocity** – the world's first, gravity-defying, dueling Master Blaster water coaster. Featuring more than 30 exhilarating slide and attractions, the \$30 million park is owned by international entertainment company, Village Roadshow Limited ([www.villageroadshow.com.au](http://www.villageroadshow.com.au)) and is modeled after the company's flagship property, Wet 'n' Wild Water World on the Gold Coast in Australia. Wet 'n' Wild Phoenix is scheduled to open from mid-June through November 1, 2009. For more information on park hours, sides, attractions and admission prices, visit [www.phoenixwetnwild.com](http://www.phoenixwetnwild.com) or call 623-201-2000.

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