



LAGRANGE
GEORGIA

Media Release

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Great Wolf Lodge Celebrates its Grand Opening, Disney “Zombies” Star Makes Appearance

LaGrange, Ga. May 24, 2018 – Great Wolf Resorts, Inc., North America’s largest family of indoor waterpark resorts, celebrated the grand opening of its highly anticipated Great Wolf Lodge Georgia today.

The celebration included Great Wolf Lodge CEO Murray Hennessy, Great Wolf Lodge Georgia GM Keith Furnas, Georgia Department of Community Affairs Commissioner Christopher Nunn, LaGrange Mayor Jim Thornton, and Disney “Zombies” star Meg Donnelly.



Great Wolf Lodge CEO Murray Hennessy and “Zombies” star Meg Donnelly celebrate the official grand opening of Great Wolf Lodge Georgia

Located in the City of LaGrange, the resort is the 16th Great Wolf Lodge in North America and the only one in Georgia.



Pictured from left to right: DCA Commissioner Christopher Nunn, Great Wolf Lodge GA GM Keith Furnas, Brinley Bear, LaGrange Mayor Jim Thornton, and Great Wolf Lodge CEO Murray Hennessy

“We are excited to officially open Great Wolf Lodge Georgia and provide an unmatched resort experience for families in the South,” said Murray Hennessy, Chief Executive Officer of Great Wolf Resorts, Inc.

“Great Wolf Lodge Georgia brings together family favorites from our other resorts with several new attractions and amenities to create a resort experience that will serve as a foundation for our future Lodges. Our new resort offers value, convenience and endless opportunities for families to join together and create memories they will cherish.”

Guests are never more than a few feet away from the next great family adventure at Great Wolf Lodge Georgia. Starting with the nearly 100,000-square-foot indoor water park with slides and water features for every age and adjacent 40,000-square-foot Great



Local children enjoying the grand opening celebration

Wolf Adventure Park with a host of family-friendly attractions such as a

ropes course and climbing wall, to a wide range of complimentary kids activities including arts and crafts, dance parties, and more—the fun won't stop from morning to night.

“Great Wolf Lodge Georgia encompasses everything today's families are looking for,” added Keith Furnas, the resort's general manager. “From the towering water slides and the gentle lazy river to our diverse dining options, guests will be immersed in a one-of-a-kind family vacation experience from the moment they walk in our front doors.”

SUITES



Great Wolf Lodge Georgia features 457 suites designed to accommodate families and groups of all sizes with a cozy respite after a fun day of water park play. Families can choose from eight suite styles, including the kid-focused Wolf Den and KidCabin suites that will leave pups howling for bedtime, complete with bunk beds and Great Wolf Kids character theming. Premium suites offer one or two bedrooms with additional bathrooms for larger families or friends traveling together. All suites come equipped with an in-room refrigerator and coffee maker.

WATER PARK



The centerpiece of the resort is the indoor water park that stretches nearly the size of two football fields, perfectly heated to an ideal 84-degrees and featuring water slides and attractions intended for children of all ages.

Two first-of-their-kind slides make their debut at Great Wolf Lodge Georgia. Triple Thunder is a group raft ride that combines two thrilling water park attractions into one pulse-pounding slide. Riders plummet

down a steep drop and into a funnel, and then swoosh into two, back-to-back saucers before plunging into a catch pool. Rapid Racer is a two-person tube racing slide featuring drops, chutes and serpentine curves with a surprise twist. Riders enter sections of the slide with open racing lanes where they can see and hear their fellow racer – separated only by a low wall.

Additional signature water rides and attractions include a lazy river, wave pool, and more exciting slides including River Canyon Run, a family raft ride, and Wolf Tail, a thrill-seeker’s dream where a floor drops out from under the rider, and they’re taken down a nearly vertical 20-foot free fall. The water park also includes plenty of attractions for the youngest guests with a dedicated zero depth toddler pool filled with age-appropriate slides and water features, and Fort Mackenzie, a multi-level interactive water fort with the resort’s iconic tipping bucket.

Great Wolf Lodge Georgia also features Raccoon Lagoon, a large outdoor family pool, as well as Northwoods Springs, an adult-only oasis adjacent to the outdoor pool offering a respite for parents. Featuring a private hot tub and relaxing lounge chairs, Northwoods Springs will be exclusive to guests 21 and over.

Admission to the indoor water park is included as part of each overnight stay and is exclusive to resort guests, limiting lines and providing great value to families seeking the perfect place to enjoy quality time together.

ADVENTURE PARK & KIDS ACTIVITIES



The adventure doesn’t end once resort guests dry off. Great Wolf Lodge Georgia has dozens of weatherproof, year-round activities and entertainment offerings throughout the resort. The Great Wolf Adventure Park houses several

attractions, including the Rustic Ridge Rock Wall and the Howlers Peak Ropes Course, where guests embark on an invigorating, multi-level climbing challenge. Guests can also search for keepsake gemstones at the brand's exclusive mining experience, Oliver's Mining Co., bowl a strike at Ten Paw Alley, challenge the family to a match at Howl in One Miniature Golf Course, or explore a variety of games at the Northern Lights Arcade.

Great Wolf Lodge Georgia includes the Northwoods Friends Show, an innovative animated projection show in the Grand Lobby. Utilizing projection mapping technology on a moving, three-dimensional multiplane surface, the Northwoods Friends Show creates an immersive environment that draws children into the world of the Great Wolf Kids characters.

Additional activities include MagiQuest, the brand's exclusive live-action adventure game where players follow clues and use interactive magic wands to discover relics and runes needed to defeat a fierce dragon; Sammy's Flip Flop Workshop, where guests can create a custom-designed pair of flip flops; and the Great Wolf Candy Company, a sweet stop to create a personal candy mix from bulk candy choices.

Daily children's activities can be found in the Grand Lobby including Yoga Tails, a fun and creative yoga class, and evening Story Time by the fireplace – a Great Wolf Lodge family tradition. Children can also enjoy the chance to meet and greet with their favorite Great Wolf Kids characters, including Wiley the Wolf, several times daily.



CAMP H.O.W.L.

Parents also have something to howl about as Great Wolf Lodge Georgia debuts a new concept called Camp H.O.W.L (Habitat of Wild

Learning). This new multi-functional space offers families a variety of activities to enjoy together during the daytime, while in the evening, it transforms into a parent-free, secure kids' club featuring supervised educational and entertaining activities for children.

The space was designed to feel as though guests have stepped into the Northwoods forest, complete with a Great Wolf Kids cabin that serves as both a backdrop for a multidimensional stage and a play space that houses an assortment of interactive activities. Families can visit Camp H.O.W.L. throughout the day and participate in a variety of complimentary activities such as craft-making, character sketching, coloring activities, interactive games and more.

In the evening, the space transforms to offer structured, parent-free secure programming specifically designed for children ages 4-12. A Great Wolf Lodge trained Ambassadors of Fun will lead the children through a variety of activities including crafts, interactive games and family-friendly movies. Initially, secured programming will only be available during a four-hour time period in the evening with two designated drop off times -- one that includes dinner and one without. There is a nominal fee for kids enrolled in the evening secured programming.

DINING



The destination offers eight distinct dining experiences throughout the resort that appeal to every age and palate, ensuring guests will never be more than a few feet away from a delicious meal, snack, or treat.

Highlights of the dining options at Great Wolf Lodge Georgia include Barnwood, where guests can indulge in locally sourced, farm-to-table

fare, and craft cocktails; Campfire Kitchen, where guests can start and end their days with a delicious buffet of culinary options; and Hungry as a Wolf Pizza with handcrafted pizzas and fresh pasta and salads. The resort also includes a Dunkin' Donuts and Ben & Jerry's.

New to Great Wolf Lodge, Timbers Tacos Bus offers traditional Tex-Mex fare such as signature nachos, soups, salads and a la carte street tacos. Timbers Tacos also features signature margaritas on tap, Mexican beers and specialties such as churros, Mexican Coke and horchata.

For guests with food allergies, all kitchen facilities at Great Wolf Lodge are peanut and tree nut free. The culinary team at the resort are extremely well-versed in common food allergies and dietary restrictions, and can accommodate guests' needs as necessary. Guests who wish to discuss their dietary needs prior to their stay are encouraged to email the culinary team at food.Georgia@greatwolf.com.

MEETING SPACE

Great Wolf Lodge Georgia includes more than 18,000 square feet of meeting and events space with built-in audio and video technology, customizable catering options and a world-class team of industry professionals to assist with any meeting needs.

For more information on Great Wolf Lodge Georgia or to make a reservation, visit greatwolf.com/Georgia.

About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc. is North America's largest family of indoor waterpark resorts, and through its subsidiaries and affiliates, owns and operates family resorts under the Great Wolf Lodge brand. Great Wolf Resorts is a fully integrated resort company with Great Wolf Lodge locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; Pocono Mountains, Pa.; Niagara Falls, Ontario, Canada; Mason, Ohio; Grapevine, Texas; Grand Mound,

Wash.; Fitchburg, Mass., Charlotte, N.C.; Garden Grove, Calif.; Colorado Springs, Colo.; and Bloomington, Minn. Additional resorts planned include LaGrange, Ga. (late spring 2018), Gurnee, Ill. (summer 2018) and Scottsdale, Az. (late 2019).

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