



FOR MORE INFORMATION

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Let Imaginations Soar! Great Wolf Lodge Launches Build-Your-Own Fort Kits

Handcrafted fort kits allow families to build a fort in room during their visit to Great Wolf Lodge

CHICAGO, IL (May 9, 2018) – The ultimate sleepover experience comes to life as [Great Wolf Lodge](#) introduces [Build-Your-Own Fort Kits](#) at five locations nationwide. Children and parents alike can unleash their creativity and enhance their in-room experience by building a specially designed fort during their visit to Great Wolf Lodge, and then take it home to relive the memories from their Great Wolf Lodge adventure. The machine washable, reusable fort kits will be available for purchase beginning May 25 at select Great Wolf Lodge locations across the U.S.

“We’re excited to offer the Great Wolf Lodge fort kits to families this summer,” says Kenneth Funk, vice president of retail. “We are always looking to bring new and unique opportunities where families can create memories together, and the fort kits are the perfect way to spend time together to extend the Great Wolf Lodge experience both in your room, but also as a souvenir to take home.”

Great Wolf Lodge’s Fort Kit provides all the building materials needed to create the fort in a Great Wolf Lodge themed backpack, including two colored sheets with ties, clothespins for clipping, a camp lantern and a Fort Kit tag to personalize your creation. The fort kits are available in a variety of colors including red, beige and grey.

[The custom-made Fort Kits](#) were designed by Etsy designer, Marla Stimmel, mom of four and grandma to 12. Marla has been sewing, creating, designing and crafting since she was a young girl. She developed the Fort Kit to promote creativity and adventure for kids with little mess and easy clean up. A resident of Washington, Marla was inspired to create the Build Your Own Fort Kit after visiting Great Wolf Lodge Grand Mound with her family.

“I have been visiting Great Wolf Lodge with my family for years and I’m thrilled at the opportunity to partner with them to offer my custom-designed fort kits to families staying at the resort,” says Stimmel. “I created the build-your-own fort kits as a way to spend quality time with my kids and grandkids, and that is also at the very heart of what Great Wolf Lodge does best.”

The [Great Wolf Lodge Fort Kits](#) will be available in the Buckhorn Exchange retail store beginning May 25 for \$30 plus applicable tax at Great Wolf Lodge locations in Grand Mound, Wash.; Grapevine, Texas; Traverse City, Mich.; Mason, Ohio; and Pocono Mountains, Pa.

For more information, [visit this website.](#)

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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).

Additional information may be found on the company's [online media center](#).