



FOR MORE INFORMATION

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Great Wolf Lodge Wisconsin Dells Celebrates 20th Anniversary

Festivities include special anniversary offer and scavenger hunt with a chance to win one of 20 one-night stays

MADISON, WI- (June 20, 2017) – Great Wolf Lodge Wisconsin Dells splashed into its 20th anniversary today and kicked off a variety of celebratory activities that are sure to have guests howling this summer. Starting in 1997 with the first location in Wisconsin Dells, Great Wolf Lodge has grown into North America’s largest family of indoor water park resorts, welcoming more than 10 million families across its 14 locations in that timespan. To commemorate the anniversary in Wisconsin Dells, a special celebration was held with guests and pack members. Following the event, Great Wolf Lodge announced a 20 percent discounted room rate offer for guests during the month of July, and an interactive Beach Ball Scavenger Hunt that will award prizes to lucky participants, including 20 grand prizes of a future one-night stay at Great Wolf Lodge Wisconsin Dells.

“We’re thrilled to celebrate this milestone and even more excited to have our guests join in the celebrations this summer during our Beach Ball Scavenger Hunt,” said Eric Schultz, general manager of Great Wolf Lodge Wisconsin Dells. “We’ve welcomed thousands of families throughout the last 20 years and we’re excited to continue to help families create memories that will last a lifetime for the next 20 years, and beyond!”

To kick off things off today, guests and pack members joined together in the water park for a short ceremony with general manager Eric Schultz. A giant number 20 created out of balloons was suspended high above the wave pool to mark the 20th anniversary, and then to everybody’s surprise and delight, after the attendees delivered Great Wolf’s signature howl, hundreds of beach balls splashed down from above into the wave pool.

To continue the celebrations, Great Wolf Lodge is offering a special anniversary rate for guests to visit during the month of July. Using code TWENTY at booking, guests will save up to 20 percent on standard rates, plus a \$20 resort credit to be used during their stay. The offer must be booked by July 7 and will only be valid for stays in July. Other restrictions may also apply.

The festivities will culminate with a 20th Anniversary Beach Ball Scavenger Hunt that will take place daily throughout the lodge from July 1 -31. Each day in July, 20 beach balls will be hidden in the lobby and other public areas around the resort. When a ball is found, the lucky winner will present the beach ball to a pack member at the front desk for a prize. Each daily prize winner will then be qualified to win one of 20 grand prizes of a future one-night stay at Great Wolf Lodge. For a complete list of contest rules, visit: www.greatwolf.com/contest-rules.

For more information on 20th Anniversary celebration of Great Wolf Lodge Wisconsin Dells, visit greatwolf.com/wisconsin-dells/anniversary-celebration.

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About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc. is North America's largest family of indoor water park 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. and Colorado Springs, Colo. Additional resorts planned include Bloomington, Minn. (late 2017), LaGrange, Ga. (late spring 2018) and Gurnee, Ill. (summer 2018).

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