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MEDIA RELEASE

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Wild Adventures Adds Country Sensation Sugarland, Legendary Rockers BOSTON and More to 2012 Family Concert Series *Reserved Seat Pre-Sale for Season Passholders*

Valdosta, GA – Wild Adventures Theme Park (WA) announces the addition of four all-star concerts to the 2012 family concert series line-up. Country duo **Sugarland**, legendary rock group **BOSTON**, 2011 Grammy nominated country group **The Band Perry**, and contemporary Christian singer **Mandisa** join the schedule for the 2012 season. WA also announces the concert dates and on sale dates for reserved concert seats.

General concert entry is FREE with a 2012 Season Pass or park admission. Reserved concert seats are an additional cost. 2012 Season Passholders have the first opportunity to purchase reserved concert seats, either by phone or at the park, during normal business hours, for seven days, starting Monday, February 13 at 10:00 a.m. All other guests will be able to purchase reserved concert seats online, by phone, or at the park, beginning Monday, February 20 at 10:00 a.m. Reserved seats for all announced concerts, excluding Sugarland and World Classic Rockers, will be available for purchase. Reserved seats for The Band Perry are \$20 each; reserved seats for all other concerts available for purchase are \$15.

Reserved seats for World Classic Rockers are not available for purchase and will be distributed to 2012 Season Passholders, free of charge, at a later date as a Season Passholder Appreciation concert. Reserved seats for Sugarland will be available for purchase at a later date, after their performance date is confirmed.

Grammy nominated country music trio, **The Band Perry**, is scheduled to perform at the park **Saturday, May 26**. In one year the trio has earned the American Country Music Award for Best New Artist, Country Music Awards for Best New Artist, Song of the Year, and Artist of the Year, and was recently nominated for a Grammy Award for Best New Artist. Their debut album was certified platinum and features "All My Life," "You Lie" and the triple platinum hit single, "If I Die Young."

Centered on guitarist, keyboardist, songwriter, and producer Tom Scholz, the band **BOSTON** is a staple of classic rock and is scheduled to perform **Saturday, June 30**. BOSTON'S best-known works include the songs "More Than a Feeling," "Peace of Mind" and "Amanda." They have sold over 31 million albums in the United States. Distinguished for their ability to perform live with no pre-recorded materials, BOSTON concerts are celebrated for their crowd-pleasing showmanship and high energy.

MORE

Wild Adventures Adds More to 2012 Family Concert Series

Season 5 American Idol finalist and two-time Grammy nominee, **Mandisa**, is scheduled to perform **Saturday, July 7**. This acclaimed contemporary Christian singer has had success with three albums. Her third album, which has sold more than 51,000 copies and contains the number one hit single, *Stronger*, reveals some of Mandisa's battles and continuing reliance on her faith in God with songs of struggle and worship.

Multiple Grammy, Country Music Awards and Academy of Country Music award winning duo, **Sugarland** is scheduled to perform at the park in 2012. Sugarland has sold more than eight million records and their fourth and latest album, "The Incredible Machine," reached platinum status less than five months after its release. Hit songs from this country duo include "Stuck Like Glue," "Stay" and "Love Your Baby Girl."

2012 Concert Schedule

April 14	Newsboys and Anthem Lights
April 21	Thompson Square
May 5	NEEDTOBREATHE and Ben Rector
May 12	Kutless
May 26	The Band Perry
June 2	Styx
June 16	Sanctus Real
June 23	Charlie Wilson and Chrisette Michele
June 30	BOSTON
July 7	Mandisa
July 21	World Classic Rockers
August 11	Skillet
TBD	Sugarland

*All performers and dates are subject to change due to circumstances beyond the park's control.

A WA Season Pass gives guests unlimited admission to WA and Splash Island Water Park for all of the 2012 season and pays for itself in less than two visits. WA has hundreds of exotic animals, one of the South's largest ride collections including seven coasters, Splash Island Water Park with over a million gallons of fun and the region's largest outdoor amphitheater featuring all-star concerts, all included with a season pass. 2012 Season Passes are on-sale now at wildadventures.com, starting at \$69.99. For \$20 more, a Gold Season Pass includes free parking (a \$10 value per visit), miniature golf, go-karts, and discounts on food and merchandise.

Wild Adventures Theme Park is a 170-acre theme park, water park, and animal park all in one place for less located in Valdosta, Georgia. The park features one of the largest ride collections in the South, hundreds of exotic animals, Splash Island Water Park, the region's largest water park, shows, festivals and all-star concerts. The park is owned and operated by Herschend Family Entertainment (HFE), a company specializing in family entertainment. For more than half a century, HFE has owned, operated or partnered in 26 properties across ten states, including Branson, Missouri's Silver Dollar City; operating partner with Dolly Parton in Tennessee's Dollywood and Dollywood's Splash Country; operating partner in Atlanta's Stone Mountain Park and owners of Ride the Ducks amphibious tours in six cities.

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