

**FOR MORE INFORMATION**

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FOR IMMEDIATE RELEASE**Great Wolf Lodge Invests in Family Fun in 2012**

New attractions and experiences added coast to coast

MADISON, Wis. (May 1, 2012) – Great Wolf Resorts, Inc., North America's largest family of indoor water park resorts, is adding a wide array of family fun attractions and experiences to its properties nationwide. From bowling experiences that are perfect for little hands, to the sweetest spa experiences around, [Great Wolf Lodge®](#) has added something new at each of its resorts just in time for weekend getaways and summer travel planning.

"We're delighted to introduce so many new amenities and attractions that help us continue to do what we do best – create family traditions, one family at a time," said Tim Black, executive vice president of operations, Great Wolf Lodge. "We're in the business of providing quality experiences for families, and brand-wide we have added exciting new experiences that our guests can enjoy together."

Whether first time visitor, or repeat guest, Great Wolf Lodge seeks to exceed expectations at each of its premier properties. Beginning with over \$4 million in renovations at the brand's first two resorts in **Wisconsin Dells, WI** and **Sandusky, OH**, and extending to new activities and attractions at all locations, family-focused fun is the center of all that's new at the Great Wolf Lodge nearest you.

Ten Paw Alley Strikes with Fun

Ten Paw Alley puts a family-spin on traditional bowling. The six lane alley complete with five pound balls and "no rental shoes allowed" policy is already a fan favorite at the Great Wolf Lodge properties in **Pocono Mountains, PA; Mason, OH; Williamsburg, VA** and **Concord, NC**.

Howl at the Moon Glow Golf

A walk in the woods glows at Great Wolf Lodge. At the resort in **Pocono Mountains, PA** no matter what the clock says, it's always a good time for an evening stroll in the forest and this new glowing miniature golf experience is not your average shot in the dark.

Scooops Kid Spa is an Ice Cream Dream in Sandusky, Ohio

A day of pampering has never been so delicious! Great Wolf Lodge in **Sandusky, OH** is getting ready to serve up flavorful fun with the addition of [Scooops Kid Spa](#) in June. Complete with giant banana split thrones for pedicures, ice cream-themed manicures and sherbet scrubs, Scooops Kid Spa is the perfect pampering treat for young girls. After all the activities in the waterpark, a visit to the Scooops Kid Spa is the perfect way to end the day.

Resort-wide, Scooops Kid Spa guests will have the chance to experience special one-on-one time with one of the resort's lovable characters, Violet, during Social Hour. Pedicures and manicures are now much more fun with everyone's favorite girly wolf, Violet, by your side!

The MagiQuest Adventure Continues

Already a Great Wolf Lodge favorite, MagiQuest, the interactive live-action, adventure game has begun a new chapter. Earlier this spring, MagiQuest opened to aspiring magi at the Great Wolf Lodge in **Niagara Falls, Canada**. Now, the game has powered up at all Great Wolf Lodge resorts. **Topper Powers** have been added to MagiQuest wand toppers, giving players the ability to enhance their MagiQuest game experience. From

unlocking new quests to causing a game-wide effect that impacts the entire kingdom, topper powers bring a new level of magic to the fun.

Topper Powers are just one part of the MagiQuest adventure for the Great Wolf Lodge resorts in ***Kansas City, KS, Concord, NC and Traverse City, MI***. With the addition of **Compass Quest** at these resorts, players who have achieved “Master Magi” status can now take on new challenges and quests solving mysteries and slaying dragons.

Northern Lights Arcade

MagiQuest is not the only interactive gaming experience that guests can enjoy while at Great Wolf Lodge. The Northern Lights Arcade at each resort is getting a facelift, complete with many new games and prize-winning opportunities. The **Great Wolf X Theatre** and **Lazer Frenzy** attractions in ***Grapevine, TX***, are new multi-participant experiences that are fun for the whole family, while the **Williamsburg, VA** resort is adding a **Great Wolf XD Rider** attraction experience and **Oliver’s Time Challenge** interactive game.

The Great Wolf Kids Pack Expands

Kids love the Great Wolf Lodge family of characters, and a new friend has joined the pack. Oliver Raccoon, who never leaves home without his gadgets and bug net, can be found throughout the resorts, exploring Cub Club, playing MagiQuest and hosting Story Time. Together with Wiley the Wolf and Violet, Oliver brings smiles and hugs to the resorts’ youngest guests each and every day.

Kids programs are a key part of the Great Wolf Lodge experience. As the Great Wolf Kids Pack continues to grow, so do the memorable and interactive experiences children can take part in during their stay. Great Wolf Kids trading cards have become treasured collectibles during meet and greets with the Great Wolf Lodge characters and new life-sized versions of the game “Memory” help entertain children as their parents check in. This summer, the resorts will debut original, branded stories and accompanying picture books. Each book stars Wiley the Wolf, Violet, Oliver Raccoon and their friends and will be read at Story Time. Families can then purchase the books to take home with them.

Dining is a Howl

Eating has never been such fun as Great Wolf Lodge continues to enhance its food offerings company-wide. A day of play at the Great Wolf Lodge water park can leave you **“Hungry as a Wolf”** and ready to dine in the new pizza parlor location in ***Mason, OH***. Even treating yourself to ice cream and frozen yogurt is an interactive dining experience as seven properties add a unique dessert experience that allows guests to design their own treat and have it delivered by a robot.

Breakfast is no longer just for dining; it’s also a great time for photos and friends in ***Grapevine, TX*** with the debut of the **Wake up with Wiley (and Friends)** character breakfast buffet. Kicking off in mid-June, the dining experience will bring the Great Wolf Lodge characters together for a breakfast experience that is as delicious as it is fun.

Guests in ***Concord, NC*** and ***Sandusky, OH*** will dine and save all summer as children ages 10 and under eat free. Families staying at the resorts between Memorial Day and Labor Day can take advantage of the offer which features one free child breakfast or dinner buffet per adult buffet purchased at regular cost in the Loose Moose Cottage.

Guest Service Begins at Home

With all of the new attractions and amenities inside the resorts, Great Wolf Lodge continues to focus on enhancements and features to assist guests before they even set foot in the lobby, and many are with the click of a mouse. Vacation planning has never been easier with the help of the fully interactive [Great Wolf Lodge website](#), complete with online chat assistance, videos, discounts and special offers.

To help guests maximize their time at the resort, Great Wolf Lodge has introduced online check-in. Guests can now check-in from home on their personal computer, and then bypass the regular line at the front desk which helps the Great Wolf Lodge experience begin that much faster.

Stories from “Behind the Howl”

Behind the scenes stories are always favorites for brand fans, and Great Wolf Lodge now offers a peek inside the life of the resort online. “Behind The Howl”, the official company blog launched earlier this spring and features exclusive news, tales written by Pack Members and stories about the Great Wolf experience. With frequent updates, fans can stay up to date on all that’s news at their favorite Great Wolf Lodge resort by reading [the Great Wolf Lodge blog](#) “Behind the Howl” at blog.greatwolf.com.

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About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc.®, Madison, Wis., is North America’s largest family of indoor waterpark resorts and, through its subsidiaries and affiliates, owns and operates its 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; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash.; and Charlotte, N.C. Through Great Wolf Resorts’ environmental sustainability program, Project Green Wolf™, the company is the first and only national hotel chain to have all US properties Green Seal™ Certified – Silver.

The company’s resorts are family-oriented destination facilities that generally feature 300 – 600 rooms and a large indoor entertainment area measuring 40,000 – 100,000 square feet. The all-suite properties offer a variety of room styles, arcade/game rooms, fitness rooms, themed restaurants, spas, supervised children’s activities and other amenities. Additional information may be found on the company’s [online media center](#).