



# WATERPARKS

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## Holiday World's 2011 additions to focus on children, guest comfort

### SBF Visa Group and ProSlide to supply new rides

Additions and enhancements planned for Indiana's Holiday World & Splashin' Safari in 2011 can be divided into two categories: children and comfort.

According to Park President Dan Koch, the investment of \$5.2 million will provide more fun for children and more comfort for families. "We've studied the feedback from our park guests that comes to us via e-mail, our Facebook page, comment cards, and conversations out in the park," said Koch. "This is the year we will add more for the little ones to do plus a lot of extras around the park."

Additions for the upcoming 2011 season include:

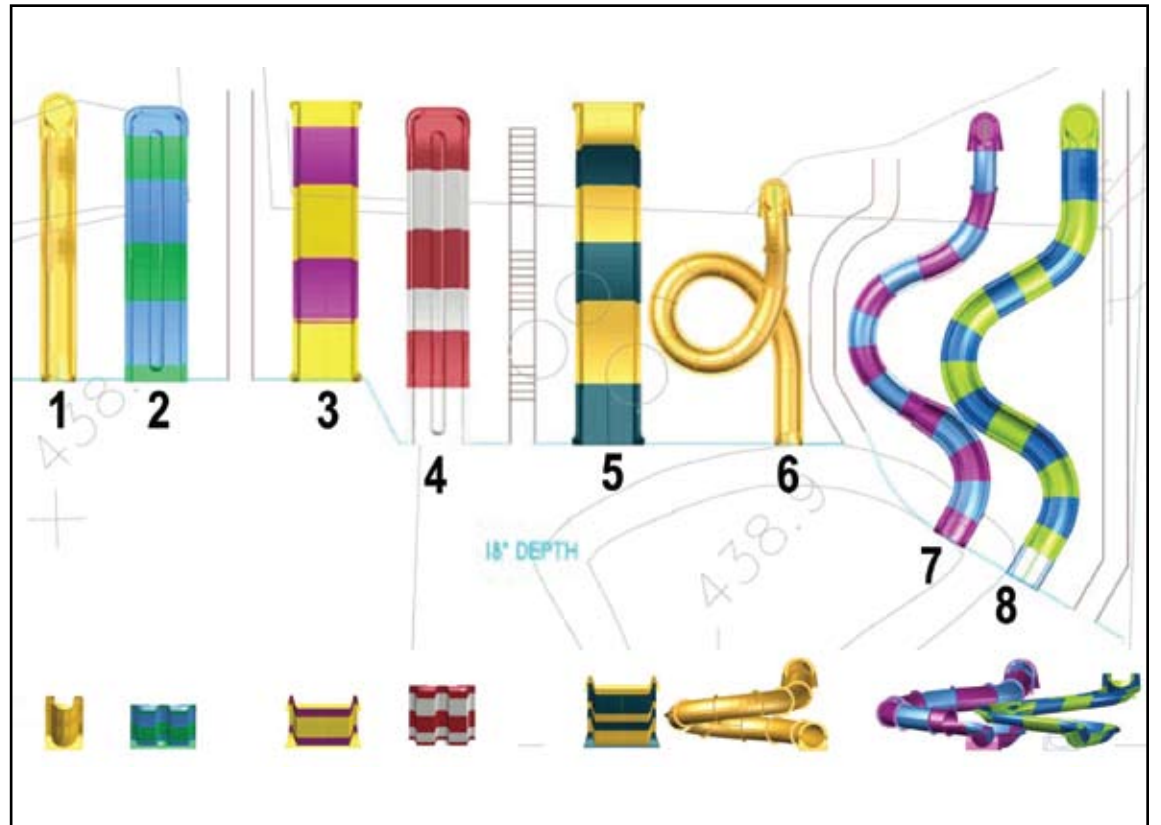
- Safari Sam's SplashLand: Located in Splashin' Safari, SplashLand will feature eight colorful ProSlide body slides for smaller children, plus dozens of water-play elements in a shallow pool;

- New family Christmas ride: A contest will be held to name this sleigh ride for smaller children to ride with older siblings or adults. This custom-designed ride supplied by Italy's SBF Visa Group will take riders in a circle and up and down. It will be located in Rudolph's Reindeer Ranch in Holiday World's Christmas section;

- Air-conditioned dining at Plymouth Rock Café;

- More shade and seating in Splashin' Safari;

- More restrooms, chang-



**Holiday World and Splashin' Safari will expand again in 2011. Safari Sam's SplashLand's new additions will include eight colorful body slides from ProSlide, all designed for smaller children. At right, the park's Christmas section will be home to a custom-designed sleigh ride supplied by SBF Visa Group for smaller children to ride with older siblings or adults.**

IMAGES COURTESY  
HOLIDAY WORLD

ing rooms and family restrooms in both parks;

- 500 new lockers;

- Parking lot improvements, and

- New maintenance shop



and paint shop plus two new employee break rooms.

In addition, the town's historic Santa statue, which was dedicated in 1935, will be restored in the coming year.

The 22-foot concrete statue, which has been in disrepair for many years, was acquired by the Koch family several years ago and is located southeast of the park on State Road 245.