



**FOR IMMEDIATE RELEASE**

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**Wilderness at the Smokies is Expanding, Again**

Major new attraction – Runaway Canyon - will open this fall

SEVIERVILLE, Tenn. – October 1, 2009 – Wilderness at the Smokies resort in Sevierville, which has been open a little more than one year, is growing again. This fall, a new attraction will open in the Wild WaterDome indoor waterpark at Wilderness at the Smokies, and insiders say the new attraction – called Runaway Canyon – will add a whole new dimension of fun to the South’s largest indoor and outdoor waterpark.

Although the resort is closely guarding most of the details about Runaway Canyon, General Manager David McGregor said the new attraction represents an additional local investment by Wilderness at the Smokies of more than \$1 million.

“This is something that our guests are going to love,” McGregor said. “We’re so excited about it and can’t wait until it opens this fall. Guests are going to recognize that Wilderness at the Smokies plans to give them something new every time they come to stay with us.”

The name “Runaway Canyon” was selected by fifth grade students at Catlettsburg Elementary School in Sevierville. With the help of Principal Jerry L. Wear, Wilderness at the Smokies asked students to help them pick the name of the new attraction. As a reward for selecting the name, fifth graders from Catlettsburg Elementary and their families are going to be the first people to experience Runaway Canyon when it opens.



Wilderness at the Smokies resort opened in June 2008 with the Stone Hill Lodge and Salamander Springs outdoor waterpark. Six months later, River Lodge and the 60,000-square-foot Wild WaterDome indoor waterpark were added. In May 2009, Wilderness at the Smokies expanded again with the addition of Lake Wilderness, the resort's second outdoor waterpark. Lake Wilderness features Cataloochee Creek Adventure River, the Wilderness Rapids Wave Pool and a set of poolside cabanas.

Wilderness at the Smokies, located minutes from Interstate 40 and situated in the foothills of the Great Smoky Mountains, is establishing a new standard for family vacations to East Tennessee. With two outdoor waterparks, an indoor waterpark with a wave pool and surf rider, hot tubs, and countless waterslides and attractions, Wilderness at the Smokies has something for all age groups. For more information about Wilderness at the Smokies, visit [www.WildernessAtTheSmokies.com](http://www.WildernessAtTheSmokies.com).

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*Editors: High resolution photos are available upon request. For interviews or more information, contact Rick Laney at (865) 584-0550.*