



FOR IMMEDIATE RELEASE

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Media contact:

Rick Laney
(865) 584-0550

WILDERNESS AT THE SMOKIES TO OPEN RUNAWAY CANYON

New Indoor Waterslide Will Debut in November

SEVIERVILLE, Tenn. – October 27, 2009 – Wilderness at the Smokies in Sevierville, the southeast’s largest indoor and outdoor waterpark resort, will open its newest attraction, Runaway Canyon, in November. Runaway Canyon will be located in the Wild WaterDome indoor waterpark at Wilderness at the Smokies.

Runaway Canyon is a five-story high enclosed waterslide measuring more than 450-feet and featuring a total drop of almost 60-feet. Using more than 8,000 gallons of water per minute, Runaway Canyon propels up to four people in rafts through a series of exciting, totally enclosed twists, turns and drops.

Runaway Canyon sends entire families rocketing through winding channels and gargantuan tunnels. This dark journey has you blasting through water curtains, climbing high onto steeply-banked walls, and leaning into explosive turns, 360-degree loops and pulse-pounding dips. Runaway Canyon features themed lighting, music and sound effects that provide the ultimate family thrill.

General Manager David McGregor said Runaway Canyon represents an additional local investment by Wilderness at the Smokies of more than \$1 million.

“Our guests are going to love Runaway Canyon,” McGregor said. “It is an exciting slide for the entire family. We’re so excited about it and can’t wait until it opens in coming



weeks. 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 will be among 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.

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