



## **WILDERNESS AT THE SMOKIES ANNOUNCES 10<sup>TH</sup> ANNIVERSARY SUMMER SWEEPSTAKES**

Sevierville, Tenn. – (June 8, 2018) – Wilderness at the Smokies, Tennessee’s Largest Waterpark Resort & Family Entertainment Center, will celebrate its 10<sup>th</sup> anniversary on June 20<sup>th</sup>, 2018! To commemorate the milestone anniversary, Wilderness at the Smokies is celebrating all summer long with the aptly named, “10<sup>th</sup> Anniversary Summer Sweepstakes” awarding more than \$10,000 in prizes. In addition, guests staying at the Resort will enjoy fun anniversary activities, crafts and pool games, special pricing throughout the many food, beverage and adventure venues, and daily giveaways that include T-shirts, Adventure Forest Cards and Resort Credit.

“We’re thrilled to celebrate this milestone and even more excited to have our guests join in the celebrations this summer during our 10<sup>th</sup> Anniversary Summer Sweepstakes,” said Phillip Froehlich, general manager of Wilderness at the Smokies. “Since first opening our doors on June 20, 2008, we’ve welcome 2.6 million guests. More than 130,000 kids have dined for free with our kids eat free program; our waterslides have been ridden 4.1 million times; and more than 1 million people have body-boarded on the area’s only surfing simulator. These are impressive numbers, but the number of memories families have created here are truly immeasurable.”

The 10<sup>th</sup> Anniversary Summer Sweepstakes includes gift cards, waterpark splash passes, and multi-night stays. Enter weekly to increase your odds at one of the seven grand prize awards. For complete contest rules and to enter, visit [www.WildernessAtTheSmokies.com/Win](http://www.WildernessAtTheSmokies.com/Win) every week now through Sept. 2, 2018.

### **14 Weekly Sweepstakes Prizes:**

- \$100 Resort Gift Card
- \$50 Resort Gift Card
- Four-pack Waterpark Passes

### **Grand Prize Sweepstakes:**

- Four-night stay for up to 12 guests in a Two-Bedroom Premier Suite, six Adventure Forest All Stay Passes and \$500 Resort Credit (One lucky winner)
- Two-night stay for up to six guests in a Double Queen with Sofa Suite, six Adventure Forest All Stay Passes and \$250 Resort Credit (Two lucky winners)
- One-night stay for up to six guests in a Double Queen with Sofa Suite, six Adventure Forest All Stay Passes and \$100 Resort Credit (Four lucky winners)

This summer, guests can enjoy the newly opened Firefly Bar & Grill, designed to meet guests’ requests for additional outdoor beverage and dining options. Firefly Bar & Grill spans indoors and out so patrons can enjoy

beverage service in the main lobby, and outdoor beverage and dining services on the patio. Guests can sit at the bar and watch a game, or relax around several fire pits and enjoy live, outdoor entertainment, a cold beverage, and vast dining options featuring both casual appetizers and sandwich faire, to steak and seafood. Since first opening its doors in 2008 in the foothills of the Smoky Mountains in Sevierville, Wilderness at the Smokies has continued to evolve, with major expansions and renovations over the course of the last 10 years to continue to draw and appeal to guests of all ages. Key dates in the evolution of Wilderness at the Smokies include:

2008 – Wilderness at the Smokies opens Stone Hill Lodge, a 234-room hotel, and Salamander Springs Outdoor Waterpark

2009 – 472-room River Lodge, Wild WaterDome Indoor Waterpark and Lake Wilderness Outdoor Waterpark

2012 – Adventure Forest Family Entertainment Center and Wild Vortex Looping Waterslide

2013 – Cyclone Racer Family Mat Racer Waterslide

2015 – The Wall Double Tube Slide

2016 – Tennessee Jetboat Adventures

2017 – Treehouse Springs Splash and Play and Cabana Forest Climate Control Cabanas

2018 – Firefly Bar & Grill Featuring Indoor/Outdoor Dining, Drinks and Entertainment

For more information or to make an overnight reservation, visit [www.WildernessattheSmokies.com](http://www.WildernessattheSmokies.com) or call 1.877.325.WILD (9453)

### **About Wilderness at the Smokies**

Wilderness at the Smokies, Tennessee's Largest Waterpark Resort & Family Entertainment Center, is situated in the foothills of the Great Smoky Mountains, the #1 most visited national park, in Sevierville, Tenn. Featuring rooms, suites and villas, Wilderness at the Smokies offers guests an 84-degree, year-round indoor waterpark, two seasonal outdoor waterparks, an indoor family entertainment center, dining, shopping, a 36-hole championship golf course, and more than 200,000 square feet of meeting and convention space. Owned and operated by Stand Rock Hospitality, a Wisconsin Dells, Wis.-based hotel and hospitality development and management company, Wilderness at the Smokies has created hundreds of jobs in the greater Sevierville community, attracting year-round tourism, and having a major impact on sales tax and room tax generated for the City of Sevierville since opening it's doors in 2008.

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