



PRESS RELEASE

Adventure Awaits This Holiday Season at Lanier Islands

Southern Lakeside Resort Debuts Winter Adventure Attraction Combined with the Much-Anticipated Return of its Renowned Magical Nights of Lights

Buford, Ga. – October 20, 2015 – Well-known for its high-octane, sun-soaked and water-logged entertainment district called LanierWorld during the spring and summer months, Lanier Islands is making plans to bring some of that same energy and excitement to the shores of Lake Lanier during the holiday season and winter months. With the simultaneous debut of the all NEW Winter Adventure and return of the beloved local holiday tradition – Magical Nights of Lights – the Georgia resort will present its guests with a formidable flurry of family-friendly fun. The curtain is set to rise on the hottest thing to hit the holidays November 20 as snow and a whole lot of adventure washes ashore at the lakeside destination.



“We’re excited to introduce our guests to something entirely new this year,” said Lanier Islands CEO, Mike Williams. “Whereas many of our most fervent fans may be familiar with our special brand of fun at LanierWorld during the warmer months, they likely have no idea what we’re capable of in the wintertime. With our new Winter Adventure, we’re bringing that “snow day” feeling back – you know that nostalgic notion that you couldn’t wait to get out there and play in the snow paired with that daredevil spirit that sent you flying down a hillside on a makeshift sled as a kid. Many of our most popular water park attractions will receive a frosty facelift for the holiday and winter seasons – as wave pools and splash zones are magically made over into snow play zones with slides for racing friends and fresh powder for building snowmen. Meanwhile, water slides – like the Double Down, Intimidator, Triple Threat and Fun Dunker Drop – will become thrilling one-man bobsled tracks. Just debuted this summer, our brand new CAT 4 slide will send riders flying out over the boardwalk and white sandy beach, stopping just short of the icy waters of Lake Lanier and our Thunderbolt Triple Zipline will give riders a reindeer’s perspective of the Winter Adventure so they can sail high above all of the rides and decide which one they’d like to tackle next.”

LanierWorld’s Winter Adventure will also comprise a cornucopia of carnival rides, firepits for roasting marshmallows, seasonal shopping and visits with Santa during the holiday season. And since it’s a well-known fact that adventure-seekers can really work up an appetite, many of LanierWorld’s most popular eateries will be open all season long including Sunset Cove Café & Club, Gianni’s Pizzeria & Italian Bistro, Sweetwater Shack, Dog and Draft, Glacier Café, Grilled Cheese Shoppe and more. In addition to the Winter Adventure, Lanier Islands is pleased to bring the original driving tour of holiday lights back to the Islands with the return of Magical Nights of Lights – featuring mile after mile of twinkling, animated holiday light displays.

“Thanks to the resounding pleas from our biggest fans to restore our much-loved Magical Nights of Lights to its former glory, we are delighted to bring them a ‘drive down memory lane’ as many of their favorite animated holiday light displays return to the resort,” explained Williams. “We will debut an app that uses GPS beacons to sync up to with the

tour to play stories and music associated with the light displays they will be viewing during their drive for a more interactive experience than ever before. Magical Nights of Lights will run nightly – including holidays – from November 20, 2015-January 3, 2016. Also back by popular demand on select evenings, we will play host to a live nativity, sponsored by a number of local churches – including Free Chapel and Cross Pointe.”

Lanier Islands’ Winter Adventure is set to run from November 20, 2015 through February 15, 2016. For more information about Winter Adventure and to purchase passes online, Atlanta adventure-seekers are encouraged to visit www.lanierislands.com.

About Lanier Islands: Nestled on the southern-most shoreline of Lake Sidney Lanier at the foothills of the scenic Blue Ridge Mountains lies the truly distinctive Lanier Islands. Situated less than 45 miles from downtown Atlanta on 1,500 pristine acres of forests, meadows and beaches, this luxury resort is quickly growing in size, scope and reputation as one of the Southeast’s leading lakeside retreats. As the resort’s crown jewel, Lake Lanier is one of the United States’ most popular man-made lakes, encompassing 38,000 surface acres and 690 miles of shoreline in Northeast Georgia. Legacy Lodge and Legacy Villas enhance the resort’s broad assortment of accommodation choices and meeting sites – making it the ideal choice for corporate meetings and company retreats. Popular excursions like fun in the sun at the boardwalk-themed LanierWorld, zip lining through the trees with Lake Lanier Canopy Tours, horseback riding on a lakeside trail from the Equestrian Center, and renting a boat and ski equipment from Harbor Landing make the resort a terrific choice for families vacationing or “staycationing” in the South. Tranquility – the Spa and the picturesque 18-hole Lanier Islands Legacy Golf Course are major draws for visitors looking to relax or play, and with more than 20 wedding venues to choose from, the Resort is rapidly gaining favor with brides- and grooms-to-be as a highly sought-after Destination Wedding site.

Lanier Islands is steadily securing a solid standing for their unique vision of the future of this luxury retreat, their unwavering dedication to the comfort and enjoyment of their guests, and their signature brand of Southern Hospitality. In 2014, the Resort became a member of the highly esteemed *Southern Living* Hotel Collection. The Islands has also been awarded the TripAdvisor Certificate of Excellence for two consecutive years. For more information, schedule a tee time, learn package details or make reservations, call (770) 945-8787 or visit Lanier Islands’ website at www.lanierislands.com.

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Attached Photo: Snowfall in Georgia becomes a regular occurrence thanks to Lanier Islands NEW Winter Adventure!

Photo Credits: Lanier Islands

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