



PRESS RELEASE

Lanier Islands Calls for a WINTER WHITE FRIDAY with the Opening of Magical Nights of Lights and the All New Winter Adventure on November 27

Southern Lakeside Resort Prepares to Unveil Frosty Fun-Focused Attraction and Bring Back a Holiday Classic

Buford, Ga. – November 12, 2015 – With all of the recent rain in Georgia, the good news is Lake Lanier is full. According to weather reports, **nine inches of rain have fallen** over the Buford area since November 1, causing the lake to rise **3 feet**. However, all of the wet conditions have slightly delayed the opening of Magical Nights of Lights and Winter Adventure, as Lanier Islands prepares to deliver what promises to be their best guest experience yet.

The festivities are now set to open on **Friday, November 27** and because of all of the snow and bubbles at the heart of the winter-themed attraction, Lanier Islands has deemed the date **"Winter White Friday."** The opening brings many **significant new additions** to Lanier Islands, as well as **exciting technology** to the new **Winter Adventure** and the resort's legendary **Magical Night of Lights**.



"There will be new adventures virtually everywhere you turn – such as tall slides with 'crash bag' landings and TRIPLE zip lines where riders can race their friends high above the beach and out over the lake," explained Cindy Wahl, Director of Marketing at Lanier Islands. "And, should they pause long enough to take a breath, Winter Adventure visitors will enjoy the most prominent new addition of all, set high atop Big Beach - the **Spectacular Screen!** It is 46'x 80' of high definition digital awesomeness. To give you some perspective as to its size, the typical drive-in movie screen was just 65'x33'! The Winter Adventure programming for this new massive screen has been creatively produced for maximum entertainment – complete

with a fantastic sound system and seating on Big Beach. The program includes traditional holiday shorts, family fun, music and all sorts of Christmas and adventure experiences. Nearby, vendors with everything from hotdogs and hot cocoa to pizza and popcorn make the LanierWorld beachside theater complete."

In addition to the Spectacular Screen, Lanier Islands announces a whole new experience called **Knockerball** – where guests are not only invited to play ball, but will have the rare opportunity to BE the ball. The resort boasts 16 of these spheres, ready to fill the beach with exciting play this winter. Guests of all ages will squeal with laughter as they roll, flip and bounce their way to exhilarating fun. If Knockerball proves too rough for some guests, the Islands suggests a smooth landing on their all new **Bubble Skating Rink** – FILLED with bubbles for a fresh twist on an old classic and lots of slippery, slick and spectacular delight. Parents should be sure to have their cameras at the ready for this attraction. Visitors are also encouraged to dress warmly or don one of the available Tyvek coveralls for hours of play in the new **Bubble Zone and Snow Play Areas**.





Traditionalists can take heart. Lanier Islands has crafted the new event for them, as well. The Magical Nights of Lights returns with its six-mile driving tour of animated holiday light displays, culminating at Santa's Workshop – located directly inside LanierWorld's **Family Fun Park** entrance. Children can enjoy the time-honored tradition of a visit with Santa while busy elves capture the moment on camera. Adjacent to Santa's Workshop is Bucky's Shop, where guests can peruse gifts to fulfill their Christmas shopping list and pick up some ornaments to enhance their holiday decorations. Just outside Bucky's, guests can take photos next to the Angel Tree, enjoy fire pits for

roasting marshmallows, climb aboard some classic carnival rides and take a spin on the Bubble Skating Rink. The nightly **Live Nativity Scene** is a special treat, presented by the resort's partners at Cross Pointe Church, Free Chapel and Happy Feat.

"To enhance the Magical Nights of Lights even further this year, we have created an amazing new app that turns each in-car experience into an evening of Christmas Wishes", said Wahl. "Trigger points throughout the drive will engage guests with music and a custom story for each light display section. Also included within the app are family car game suggestions, special coupon offers, a map of the islands and more! To download the app prior to their arrival at the Islands, guests can visit the App Store or Google Play and search 'Lanier Islands: Magical Nights of Lights.'"

Visitors of Magical Nights of Lights and Winter Adventure are invited to craft their very own package of fun and excitement as all tickets are now sold by person and not by car, as in the past. To make this year's event the most available *Magical Nights of Lights Show* ever, **discount prices** are offered on certain days and children 2 and under are admitted free of charge. For the very best deals, visitors should be sure to look for the resort's Combo Packages, as well as discount coupons – both online and at the following partners: Chick-fil-A, Publix, Quick-Trip and Waffle House. For added fun and savings, special accommodation packages are also available at the resort.



"It's the perfect holiday experience for the whole family," said Virgil Williams, Chairman of the Board and owner of Lanier Islands. "Of course, one of the new offerings for which we are most proud is **free** entry to our Islands Gate and **Winter Adventure at LanierWorld** for **active duty and veterans of the American Armed Forces**, as well as all **Law Enforcement** personnel*. These brave men and women – along with up to three members of their family – will also enjoy free admission to Magical Nights of Lights. It's our way of giving back in the spirit of the holiday season as thanks for their service to our country and our community."

To view a complete list of Lanier Islands' hospitality options, as well as Winter Adventure rides, restaurants, entertainment, calendar of events and pricing, fans and future guests of the resort 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 unswerving 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 and was named “Best Place for Family Fun” by Best Self Atlanta Magazine in 2015. To learn more, schedule a tee time, learn package details or make reservations, call (770) 945-8787 or visit Lanier Islands’ website at www.lanierislands.com.

** Members of Military (active duty/veteran) and Law Enforcement must show valid id at gate to receive free admission.*

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