



# PRESS RELEASE

## **Snow Melting Earlier Than Planned at Lanier Islands with Very Good Reason** *Southern Lakeside Resort Shortens SnowWorld's Inaugural Season in Anticipation of Construction on First New Waterslide in 17 Years*

**Buford, Ga. – January 13, 2015** – The executive team at Lanier Islands was forced to make a difficult decision earlier this week in anticipation of the impending green light from the U.S. Corps of Engineers for an exciting new project at the lakeside resort's most popular venue – LanierWorld. The sprawling boardwalk, beach and waterpark entertainment district may soon lay claim to one of its most ambitious endeavors to date – the creation of a four-lane waterslide that begins at the top of a hill, flies out over the boardwalk and beach, and splashes down in the waters of Lake Lanier. Unfortunately, to prepare for the proposed construction of the lakeside resort's first new waterslide in nearly two decades, Lanier Islands must cut short the season of another new attraction at the resort – SnowWorld.



Comprised of 9 speed slides, a 13-lane tube slide called Polar Plummet, four kid-friendly snow play areas, and firepits for roasting marshmallows and making s'mores, SnowWorld kicked off its inaugural season in late November 2014 – which was initially expected to end on March 1, 2015. In hopes of softening the blow of this particular snowball, Lanier Islands is extending a **special promotional rate of just \$19.99/person** to guests who wish to squeeze in a few more days of frosty fun before the snow officially melts away on Sunday, January 25, 2015. Children 2 and under will be admitted for free. Remaining dates of operation for SnowWorld at Lanier Islands are as follows:

- **Saturday, January 17 10 a.m. to 10 p.m.**
- **Sunday, January 18 10 a.m. to 8 p.m.**
- **Monday, January 19 (MLK Day) 10 a.m. to 8 p.m. featuring Give Back Event – guest invited to bring a bag of gently used clothing to donate to Goodwill of North Georgia in exchange for half priced admission**
- **Saturday, January 24 10 a.m. to 10 p.m. featuring Snow Jam 2 with KICKS 101.5 – live remote and live concerts**
- **Sunday, January 25 10 a.m. to 8 p.m.**

"Based on the reception from guests to SnowWorld following its debut, we have a very good feeling that when we raise the curtain on our new slide – hopefully this Spring – LanierWorld fans will be very happy," said Mike Williams, Lanier Islands CEO. "This could be the first new slide to debut at the waterpark since we introduced The Fun Dunker Drop, which launched in 1998. We plan to incorporate the new slide as part of SnowWorld at the end of 2015, as well. So while it's not ideal that we have to unexpectedly cut the season short, we are already working on a way to make the next season at SnowWorld even bigger and better than this one. Even though SnowWorld will be closing on January 25, there are still a number of great activities to enjoy at Lanier Islands leading up to our popular Spring and Summer seasons, including horseback riding, golfing, hiking, zip-lining, taking a dip in our heated salt water pool, enjoying a trip to the spa, seeing the sights on an excursion tour of the lake, dining at one of our on-site restaurants, or enjoying a well-deserved staycation in luxury accommodations."

Lanier Islands is located at 7000 Lanier Islands Parkway in Buford. For more information about SnowWorld, accommodations and additional recreational pursuits at the resort, interested parties are encouraged to visit [www.lanierislands.com](http://www.lanierislands.com) or call 770-945-8787.

**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 miles of surface area 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 was awarded with a TripAdvisor Certificate of Excellence and became a member of the highly esteemed *Southern Living* Hotel Collection. 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](http://www.lanierislands.com).

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**Attached Photo:** Only a handful of days remain to make snowballs, snow angels and memories during the inaugural season at Lanier Islands SnowWorld

**Photo Credits:** Lanier Islands

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