



**NATIONAL FAMILY VACATION BRAND "GREAT WOLF RESORTS" EXPANDS ITS PAW PRINT BY LAUNCHING NEW ENTERTAINMENT DIVISION "GREAT WOLF ENTERTAINMENT"**

*First Project "The Great Wolf Pack" is Led by Daytime Emmy® Award-Winner Julia Pistor, Peabody Award Winning Writer & Executive Producer Kent Redeker and Academy Award® Nominated Director Chris Bailey ("Garfield: The Movie")*

Los Angeles, CA (June 25, 2021) – Great Wolf Resorts, Inc. announced today that it's taking their beloved woodland characters and bringing them to life in new and exciting ways. Production is underway on a new animated project called "**The Great Wolf Pack**", which will be the tentpole project under the newly launched entertainment umbrella, **Great Wolf Entertainment™**. Producer **Julia Pistor** ("The SpongeBob SquarePants Movie," "The Rugrats Film") is set to executive produce and **Kent Redeker** ("Doc McStuffins," "Higglytown Heroes") will executive produce and write the project which is due out early 2022. The project will be directed by **Chris Bailey** ("Garfield: The Movie"), who leads a production team from award-winning animation studio Six Point Harness, which produced the animation for Oscar®-winning animated short film "Hair Love."

"The Great Wolf Pack" follows the famed five woodland animals – Wiley Wolf, Violet Wolf, Oliver Raccoon, Sammy Squirrel and Brinley Bear – who were chosen by the Great Wolf Spirit to form and become the Great Wolf Pack. Using the power of a fantastical geyser, the Pack are magically transported to whimsical worlds where various challenges and dilemmas await, and only the power of the Pack can solve. By joining together in friendship and combining their unique talents and flaws, they will face and overcome the challenges that come their way.

In addition to "The Great Wolf Pack," Great Wolf Entertainment is also developing a slate of ten additional short-form animated projects that will delve deeper into the characters' backstories and follow them on multiple adventures. To supplement the on-screen content, they are also producing five children's storybooks which will be available in both print and digital versions. The upcoming slate of projects is rooted in Great Wolf Resorts' mission of bringing joy to families, and doing so with positive messaging such as teamwork, diversity, inclusion and striving to do what is right. Great Wolf Entertainment also oversees the continued development of MagiQuest, the wildly popular in-resort interactive video game, which features additional character IP and stories that are currently being primed for additional multimedia development.

"Millions of families interact with our characters every year at our resorts, and it seems like a natural opportunity to expand that beloved resort experience into filmed content that can be enjoyed anywhere," said Brooke Patterson, Senior VP, Brand Experiences. "We are excited to work alongside this talented team of artists and storytellers who we've entrusted to bring these characters to cinematic life."

"Great Wolf Lodge is an industry leader in providing unique family experiences at their resorts," said executive producer Julia Pistor. "I am excited to work with the team to develop real and authentic content

around their beloved woodland characters that lives up to those high standards and continues to engage families in the Great Wolf story outside of the resort experience.”

“When I was approached to create a world for the Great Wolf Lodge characters to live and play, I thought back to my childhood, and felt excited to create stories that hopefully children will imagine themselves being a part of,” said writer and executive producer Kent Redeker. “We have such fabulous stories to tell with these characters, and I believe these stories will allow children to have a deeper connection with the Great Wolf Pack and further enhance the character experience at the resorts.”

“I am thrilled to be part of this team that Great Wolf Entertainment has put together for this project,” said director, Chris Bailey. “The whimsical cast of family-friendly characters and the mysterious worlds found in their forest provides countless opportunities for adventure.”

### **About Great Wolf Resorts, Inc.**

About Great Wolf Resorts, Inc. Great Wolf Resorts, Inc. is North America’s largest family of indoor waterpark resorts, and through its subsidiaries and affiliates, owns and operates family resorts under the Great Wolf Lodge brand. Great Wolf Resorts is a fully integrated resort company with locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; Pocono Mountains, Pa.; Niagara Falls, Ontario, Canada; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash., Fitchburg, Mass., Charlotte, N.C.; Garden Grove, Calif., Manteca, Calif., Colorado Springs, Colo., Bloomington, Minn., LaGrange, Ga., Gurnee, Ill.; and Scottsdale, Ariz. Additional information may be found on the company’s [online media center](#).

### **About Julia Pistor**

Julia Pistor spent 12 years with Nickelodeon, building and running Nickelodeon Movies, the award-winning Nick branded family feature film business within Viacom and Paramount. As head of Nickelodeon Movies, Pistor produced and released 12 award winning movies including “The Spongebob SquarePants Movie,” “The Rugrats” movies, “Jimmy Neutron: Boy Genius,” “A Series of Unfortunate Events,” and more. In 2015, Julia was recruited by Mattel to help revitalize the company’s flagship Barbie brand; as the brand’s Chief Content Officer, she played a key role in executing a new content strategy that made Barbie the first-ever animated YouTube influencer (driving over 9.9MM subscribers and over 2.6B views) and developed a top ranked animated series for Netflix. Julia runs her own production and consulting company, Tamterra Entertainment, providing franchise and programming strategies as well as developing and producing original and book-based content for a variety of platforms and studios. Currently, Julia is producing “The Magician’s Elephant” for Netflix.

### **About Kent Redeker**

Kent spent his formative years in Aurora Center, South Dakota (pop. 26) where he had plenty of time by himself to exercise his wild imagination. Small-town life was abandoned when Kent was accepted as a screenwriting fellow at the American Film Institute in Los Angeles where he earned a Master’s in screenwriting. Kent co-created Disney Channel’s “Higglytown Heroes,” which he also wrote, and served as executive producer. Later in his career, Kent earned the prestigious Peabody Award for his work as a writer, story editor, and executive producer on Disney’s Emmy®-nominated show “Doc McStuffins.” Along the way he has also written for such programs as “The Lion Guard,” “Vampirina,” “Hero:108,” “Teamo Supremo,” “VeggieTales,” and “Spidey and his Amazing Friends.” He has written books for animated content including *Jimmy Neutron* and *Angela Anaconda*. Most recently he created his own children’s picture books *Don’t Squish the Sasquatch* and the sequel *Don’t Splash the Sasquatch*.

**About Chris Bailey**

Chris Bailey has over 20 years of experience in animation and live action direction and production. He spent 10 years at Disney Feature Animation, where he directed the Academy Award® nominated short "Runaway Brain." He then directed and executive produced the first season of the hit show "Kim Possible" and Kevin Smith's animated series "Clerks." Turning to live action, Chris directed the animation for more hybrid (animation/live action) films than any other director, including "Hop," "Alvin & The Chipmunks 1 & 2", "Garfield 1&2," "Mighty Joe Young" and X-Men II. Impressed by his animation work, Warner Bros engaged Chris to direct the Pepfar Shorts which were designed to create AIDS Awareness in Africa. Most recently, Chris received animation's "Annie Award" and the Visual Effects Society Award for directing the 3D theme park ride Despicable Me: Minion Mayhem.

**Press Contacts**

**Scenario PR (on behalf of Great Wolf Entertainment):**

Ron Hofmann, Steven Wilson, Jennifer Reed, Lauren Peteroy Kelly and Jillian Morabito  
[GreatWolfLodge@scenariopr.com](mailto:GreatWolfLodge@scenariopr.com)

**Great Wolf Resorts, Inc.**

Jason Lasecki  
[JLasecki@greatwolf.com](mailto:JLasecki@greatwolf.com)