



MEDIA CONTACTS:
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Great Wolf Resorts Names Dr. Romie Mushtaq as Chief Wellness Officer

CHICAGO – (Jan. 1, 2024) – Great Wolf Resorts, Inc. appointed triple-board certified physician and noted neurologist, Dr. Romie Mushtaq, as the company’s first Chief Wellness Officer. Mushtaq, who is widely recognized by the name Dr. Romie, will help establish a wellness-focused foundation for Great Wolf that includes training materials, educational tools and specific programs to assist the company’s 10,000 Pack Members achieve their wellness pursuits and a better sense of mindfulness.

Dr. Romie will utilize a data-driven approach to understand the needs of the company’s Pack Members both at the resort and corporate levels, and then champion wellness initiatives to address areas of opportunity with a focus on both physical and mental well-being. As part of this effort, Dr. Romie will work to develop wellness acolytes and leaders for each of company’s resorts, as well as corporate offices, who will develop localized initiatives to encourage and assist Pack Members in achieving their well-being goals.

Dr. Romie has extensive experience that will assist Great Wolf Lodge in their wellness efforts, including involvement in cutting-edge research on women’s brain health and board certification in Integrative Medicine, which brings a holistic approach of using mind, body and soul to assist in healing and wellness efforts. Dr. Romie has been one of the foremost stress management and workplace wellness authorities. She is the author of *The Busy Brain Cure* (Harper Collins Jan 2024), which addresses the cycle of chronic stress, anxiety, and burnout crisis in many corporate environments. Dr. Romie is a proud STEMInist, a strong advocate for women and girls in the fields of science, technology, engineering, math, and medicine.

“As our first-ever Chief Wellness Officer, Dr. Romie will help us develop programs to further our commitment to the overall well-being of our pack and assist us in developing culture of wellness at Great Wolf Lodge,” shared John Murphy, Chief Executive Officer for Great Wolf Resorts. “Our Pack Members are delivering joy to thousands of families who visit our resorts each and every day, and with Dr. Romie’s help, we are ensuring our Pack Members have the tools and resources needed to achieve their own personal joy – both in and out of the workplace.”

“I am honored to join Great Wolf Resorts and serve our Pack Members as their Chief Wellness Officer,” added Dr. Romie. “By focusing on our people’s health, well-being, and joy, we help individuals and teams reach their full potential. I am excited to join an organization with a well-established people-driven culture, and by adding whole-person wellness we will continue to differentiate the experience created for our people in the workplace and their personal lives.”

Prior to Great Wolf, Dr. Romie was the Chief Wellness Officer for Evolution Hospitality, where she helped scale a customized mindfulness and wellness program to over 7,000 employees- a unique model that has led her to be a sought-after speaker and expert on workplace wellness. Dr. Romie joins Great Wolf at time of significant growth, with more than 1,500 new keys being added to the portfolio with new resorts in Naples, Fla., Webster, Tx. and Mashantucket, Conn. scheduled to open over the next 18-months.

For more information on Great Wolf Resorts and its indoor water park resorts, visit www.greatwolf.com.

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About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc. owns and operates North America's largest family of indoor waterpark resorts. Great Wolf Lodge is the perfect, carefree getaway for families looking to strengthen their pack, with an expansive indoor water park, fun-filled attractions and family-friendly entertainment all under one roof. 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., Concord, N.C.; Garden Grove, Calif., Manteca, Calif., Colorado Springs, Colo., Bloomington, Minn., LaGrange, Ga., Gurnee, Ill.; Scottsdale, Ariz.; and Perryville, Maryland. The company has three resorts currently under construction including Great Wolf Lodge South Florida in Naples (late summer 2024), Great Wolf Lodge Gulf Coast Texas in Webster (late summer/early fall 2024), and a resort in Mashantucket, Conn. set to open mid-2025. Additional information may be found on the company's [online media center](#).