



FOR MORE INFORMATION

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GREAT WOLF LODGE INTRODUCES 'PACK OF PARENTS' INITIATIVE ENGAGES NOTEWORTHY EXPERTS TO HELP DESIGN NEW FAMILY EXPERIENCES

Initial Participants Include Nate Berkus, Whitney Port, Stephen "tWitch" Boss and Allison Holker

CHICAGO (April 27, 2022) – Great Wolf Lodge is assembling an all-star line-up of parents to assist in developing new guest amenities and experiences to further strengthen the family fun and togetherness at its resorts. This initiative is part of Great Wolf Lodge's "Pack of Parents" program, which brings together noted experts in disciplines such as design, fashion, entertainment, wellbeing and culinary and asks them to help create new family-focused enhancements for the indoor water park resort.

"For more than two decades, Great Wolf Lodge has provided a close, convenient getaway for families to come together to laugh, play and strengthen their family bonds," shared Brooke Patterson, Senior Vice President of Brand Experiences for Great Wolf Lodge. "As we look to elevate the brand with a new, exciting chapter of the Great Wolf Lodge story, we are thrilled to collaborate with this remarkable group of experts, or as we call them, our Pack of Parents, to really enhance the overall guest experience at our resorts."

At Great Wolf Lodge, families are always in the forefront, and the primary focus of its Pack of Parents program is to identify and introduce amenities that encourage more connected family time or provide additional family conveniences. With a multi-faceted family resort experience that includes an indoor water park, attractions, dining, retail, hotel accommodations and entertainment offerings, there are boundless ways for Pack of Parent members to have an impact and enrich the resort experience. The first three members of the Pack of Parents will focus on design, fashion and entertainment.

Nate Berkus – Design

The celebrated interior designer, and star of *The Nate & Jeremiah Home Project* on HGTV, is helping Great Wolf Lodge to enhance the design of their outdoor living offerings. The company is developing a new multi-family villa concept for its Pocono Mountains resort, with Nate Berkus Associates designing the villa patios. Berkus and his design firm have been tasked with designing an outdoor living space that combines elevated design with functionality. The design includes custom elements, as well as Berkus' signature style, perfect for the whole family to enjoy. In addition to the villa patios, Berkus is also designing cabana interiors for the resort -- combining elegance with family accessibility for these popular poolside retreats.

"Travel for me has always been one of my biggest sources of inspiration, and it's even more fun that I get to share these experiences, many of which are a first, with my children," Berkus shared. "That's part of why I was so excited about partnering with Great Wolf Lodge to design their outdoor living spaces. Family is such an important pillar for them, and I love that I had to wear that hat while thinking through the design, to make sure we are including multi-functional elements that offer families the opportunity to have fun and play together."

Whitney Port – Fashion

As Great Wolf Lodge prepares to celebrate its 25th birthday, celebrity fashion designer Whitney Port is joining with the indoor water park resort to design a limited edition wolf ear headband to mark the special occasion. The wolf ear headbands will feature some birthday glitz and glam with sales at the lodges beginning later this spring. The birthday ear collaboration between Great Wolf Lodge and Port will also help end childhood cancer and life-threatening pediatric diseases, as 100% of the proceeds from the sale of these special ears will be donated St. Jude Children's Research Hospital.

Whitney Port shared, "I can't imagine a better partnership than one rooted in celebration and giving back! It's been so fun working with Great Wolf Lodge to design this special edition 25th birthday-inspired wolf ear headband! All proceeds made from each one will go to St. Jude Children's Research Hospital, a charity very near and dear to my heart. So many of my memories growing up stem from being with loved ones and celebrating something special - big or small. I hope everyone who gets these will see them as a physical reminder of the beautiful moments shared during their visit."

Stephen "tWitch" Boss & Allison Holker – Entertainment

Nothing screams out summer like spending time by the pool, and Great Wolf Lodge is partnering with the beloved husband and wife dancing duo of Stephen "tWitch" Boss and Allison Holker to create a new pool party experience for summer. This special new pool party will be a key piece of the resort's 25th birthday festivities, and will debut as part of Great Wolf Lodge's annual Summer Camp-In celebration, which runs from Memorial Day weekend to Labor Day. Currently serving as resident DJ of the *Ellen* show, tWitch, will curate the playlist for the party, and Boss and Holker will collaborate on some high-energy dances and fun poolside activities families are sure to love.

"Families are busier than ever with work, school, sports and activities, and we often hear from parents who follow us on social media how a short dance break with their kids helps their family feel more connected," explained Boss and Holker-Boss. "We're excited to help Great Wolf Lodge create more family bonding moments at its resorts, with a pool party experience designed to get families to dance, sing, play and laugh together. We can't wait to see all those families moving and grooving poolside this summer!"

Great Wolf Lodge plans to expand its Pack of Parents program later this year with experts focused on culinary and wellbeing, and will continue to explore ways to utilize this initiative to fuel further enhancements at its resorts into the future.

Great Wolf Resorts, Inc. is North America's largest family of indoor waterpark resorts with 19 locations across North America. The centerpiece attraction at every Great Wolf Lodge is the expansive indoor water park featuring water slides, pools and play areas for family enjoyment. Outside of the water park, families can explore attractions ranging from ropes courses and arcade games to miniature golf and family bowling, along with Great Wolf Lodge's exclusive interactive game, MagiQuest. For more information on Great Wolf Resorts and its brands of indoor water park resorts, visit greatwolf.com.

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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.; Colorado Springs, Colo.; Bloomington, Minn.; LaGrange, Ga.; Gurnee, Ill.; Scottsdale, Ariz.; and Manteca, Calif. Its 20th resort is currently under construction in Perryville, Maryland and is scheduled to open in summer 2023. Additional information may be found on the company's [online media center](#).