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Great Wolf Lodge Expands the Family Fun at Its Pocono Mountains Resort with Completion of \$125 Million Resort-Wide Transformation

Highlights include seven new slides within a 40,000 square foot extension of the indoor water park, elevated dining options at two new restaurants, a massive outdoor pool and entertainment space, a completely renovated lobby, and expanded room options with 202 new suites and 30 deluxe three-bedroom villas.

The \$125 million investment by Blackstone and Centerbridge Partners in the Pocono Mountains resort delivers an additional 300 jobs, bringing the total number employed to over 1,000.

Scotrun, Pa. – (Oct. 5, 2023) – Great Wolf Lodge Pocono Mountains celebrated the completion of an expansive \$125 million, top-to-bottom resort transformation that will give families new reasons to visit the beloved indoor water park resort. Broadway icon Sutton Foster and renowned interior designer Nate Berkus were on hand to help celebrate the official launch of the completely reimagined resort, with Berkus cutting the ribbon for the elegantly-appointed three-bedroom Woodland Villas and Foster capping the festivities by launching a spectacular drone show over the resort.

“Our Pocono Mountains resort has long been one of our flagship resorts, and with this \$125 million expansion and renovation project we have significantly elevated the guest experience, making a family getaway to Great Wolf Lodge better than ever,” shared John Murphy, Chief Executive Officer for Great Wolf Resorts. “We have completely reimagined this resort, bringing many of the amenities and experiences from our new resorts to the Pocono Mountains.”

Rob Harper, Head of Blackstone Real Estate Asset Management Americas, said: “The enhancements to the Pocono Mountains resort are fantastic, and will ensure the lodge remains a special family destination for years to come. We know the joy that these resorts bring to families, and we are proud of the many jobs they create for communities across the country.”

Expanded Water Play

The newly enhanced Great Wolf Lodge Pocono Mountains features a multitude of new guest experiences, including seven new slides in the recently opened 40,000 square-foot expanded section of the resort’s indoor water park, bringing the total number of slides available to guest to 20 and the size of the indoor water park to 120,000 square-feet. In addition to the new slides, Great Wolf Lodge Pocono Mountains introduced a new area for toddlers, called Cub Paw Pool, with age specific slides and interactive water play features such as frog and turtle-themed splash pads and a water-spraying tree. The new slides available to guests include:

- **Slidewinder** -- Riders can slide down in single or double person tubes – with one rider sliding down backwards. Guests encounter two high-banked, open air curves before soaring into a mini-tornado and flying through a 180-degree turn leading to a final splash down.
- **Mountain Edge Raceway** -- Riders grab a mat and race headfirst to the bottom of one of four exhilarating slides filled with high-bank curves and fun drops.
- **Wolf Tail** - A thrill-slide that places riders into a capsule with a trap door that when released, sends the rider into a 20-foot seemingly freefall before hitting a 270-degree loop and splashing down into the catch pool.
- **Otter Run** – A twisty-turning body slide that is sure to delight the water slide enthusiast in every family.

More Dining & Entertainment

A newly designed Grand Lobby welcomes families to the reimagined resort with multiple self-service check-in kiosks and a fantastical new nighttime lobby show, scheduled to debut later this fall. The lobby now hosts a brand new, family-friendly workout called **Adventure Training: Get Fit with the Great Wolf Pack** created in collaboration with actor, producer and fitness enthusiast, Gabrielle Union. Union and her longtime trainer, Gregg Miele, lead participants in a 15-minute, video-led workout that features characters and stories from Great Wolf's animated film.

Just off the lobby, Great Wolf Lodge Pocono Mountains opened two new restaurants -- **Timbers Tables & Kitchen** and **Fireside**. The two new restaurants provide families with an elevated dining experience in a modern rustic décor that is sophisticated, yet casual and inviting. Outside of the indoor water park, Great Wolf Lodge added a new outdoor oasis with an oversized resort-style pool, firepits with cozy seating nooks, a spacious hot tub and the new **Outpost Bar & Grill** which will service all the new outdoor areas.

More Family Friendly Accommodations

The newly opened **Woodland Villas** offer the perfect respite for larger families, friends traveling together or those wishing for an extended stay in the Pocono Mountains. Each of the 30 Woodland Villas is designed to comfortably accommodate up to 10 guests with three bedrooms, two bathrooms, a fully equipped kitchenette, a spacious living area, and an elegant, private outdoor patio. Each villa offers sweeping views of the surrounding Pocono Mountains, and to help accentuate the natural landscape, Great Wolf Lodge partnered with noted interior designer, Nate Berkus, to develop the outdoor living space for the Woodland Villas. The result is a stylish and inviting outdoor terrace that combines his chic but approachable design style with multi-functionality uniquely designed for families, such as a dining table that doubles as a ping-pong table.

“For the design of the Woodland Villas outdoor patio, Great Wolf challenged us to create something that reflected the natural beauty of the Poconos while serving as a multi-functional space where families could gather to spend time together, playing games, enjoying a meal, etc,” shared Berkus. “I love where we landed, with the natural elements, touches of whimsy, and some old-fashioned moments that we can’t wait for guests to experience.”

A significant portion of the resort expansion is the **Mountain Tower**, which adds an additional 202 rooms to the resort, including two new room categories: Deluxe Wolf Den Suites and Deluxe Kid Cabin Suites, that combine a traditional Family Suite with a themed suite to provide a signature themed experience with a room that can sleep

10-12 guests. The rooms feature the latest Great Wolf design elements including new sleeper sofas, and themed rooms infused with character art from *The Great Wolf Pack* animated film. There are now 632 family-friendly suites and villas available at Great Wolf Lodge Pocono Mountains.

In celebration of the bigger, better and completely reimagined Pocono Mountains resort, Great Wolf Lodge is providing a special discount for families who want experience the enhanced resort. From now until October 15, 2023, guests can book a room at Great Wolf Lodge using promotional code REIMAGINE and unlock rates starting at \$119.99 per night for overnight stays through January 25, 2024*. Unlimited access to the indoor water park is included with the overnight room rate.

For more information about Great Wolf Lodge Pocono Mountains, guests are encouraged to visit www.greatwolf.com/poconos or call 1-888-983-WOLF (9653).

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About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc. owns and operates North America's largest family of indoor water park resorts. Great Wolf Lodge offers a fully integrated resort experience designed specifically for families, with an expansive indoor water park, family-friendly attractions, fun-filled entertainment, delectable eateries and more, all under one roof. The company has 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.; Manteca, Calif. and Perryville, Md. Additional resorts are under construction in Mashantucket, Conn., Naples, Fla. and Webster, Texas.

* Offer valid at Great Wolf Lodge Pocono Mountains on above dates. Valid per night for single or multiple-night stays, must be mentioned at time of reservation and based on 2023/2024 standard rates. Limited number of rooms available for each date. May not be valid during holiday and blackout periods or combined with any other discount or promotional offers. Limited suite style availability on select dates. Discount may vary by date. Offer based on 4 guests per room and may be terminated at any time without notice. Must have one individual 21 years of age or older staying in each room. Offer is not redeemable for cash.

Guests can get more information or book a stay by visiting greatwolf.com