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## **Adventureland Resort Kicks Off Season on May 17 With New Thrills, New Food & Eventful Lineup**

*The Home of Iowa's Best Thrills Enhances Guest Experience with More Upgrades for 2025 Season*

**ALTOONA, IOWA [May 13, 2025]** – The countdown is on, Adventureland Resort will open its gates for its 51<sup>st</sup> season at 10 a.m. on Saturday, May 17, and it's shaping up to be one unforgettable summer. This year, visitors can expect even more improvements coming to the park as Adventureland unveils the all-new water slide experience, **Hyperlight**, adds three new food locations and adds new events for park-goers to enjoy throughout the season. Opening Day festivities will begin at 10 a.m. and the first 1,000 guests will receive a free commemorative Adventureland button.

"This summer season is going to be one of the best yet as we add our newest addition to the Adventure Bay since 2012 with the all-new Hyperlight, upgrade three new food locations and introduce one of our largest event lineups ever," General Manager Mike Lusky said. "Our team is looking forward to welcoming each guest back to Adventureland this Saturday."

The unofficial start to summer will come next Saturday, May 24, as the Adventure Bay water park opens to visitors and **Hyperlight** celebrates its grand opening. The feeling is electric all summer long as the park's Typhoon water slide, has been transformed with vivid lights and surround sound. Featuring iSlide Technology, the new experience includes out of this world color changing lights in sync with lasers and dynamic surround sound that will transform the water slide into an all-new full sensory experience.

In addition to Hyperlight, Adventureland has also added three new food locations for hungry park-goers to enjoy. **Lighthouse Lemonade**, will serve freshly squeezed and frozen lemonade, **Iowa Smokehouse** will offer smoked meats including ribs, brisket and jalapeno smoked sausage, and the **Snack Barn** will serve churros, pork chop on a stick, bacon on a stick and turkey legs.

This Adventureland season is also packed with reasons to visit all year long. June will feature the all-new **Bacon and Brews** event and **Nerveless Nocks electrifying Jetpack Water Circus**. In July, the stunts continue with the **Off Axis Show**. This August, families will be delighted by meet and greets with characters from some of their favorite PBS KIDS shows each weekend, visitors can expect to meet characters from hit Fred Rogers Productions series including *Daniel Tiger's Neighborhood*, *Donkey Hodie*, and *Alma's Way* on a rotating basis during the first-ever **Neighbor Days** event series. Adventureland Resort will close out the 2025 season with **Oktoberfest** and **Phantom Fall Fest**.

To get the most out of the 2025 Season, Adventureland guests can purchase a 2025 Season Pass for the same price as a day ticket, just \$69.99 when they buy online. Select Season Passes include additional perks like free parking, free soda, discounts on food and merchandise and more.

To learn more about Opening Day, upcoming events, and to purchase Season Passes, visit [AdventurelandResort.com](https://AdventurelandResort.com).

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**About Adventureland Resort:**

Adventureland Resort is the Home of Iowa's Best Thrills. Opening in 1974 and growing into a major Midwest destination including a theme park, Adventure Bay water park, the Adventureland Campground lodging property,

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and the Spectators Sports Bar and Grill full-service restaurant, Adventureland Resort has entertained millions of guests during 50 years of fun.