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Adventureland Launches 50th Celebration with Most Eventful Season Ever

The Home of Iowa's Best Thrills celebrates 50 years of fun with reimagined Underground roller coaster

ALTOONA, Iowa [November 15, 2023] – Adventureland Resort is celebrating 50 years of fun by throwing a massive party like only the *Home of Iowa's Best Thrills* can! The Adventureland team is digging deep into the archives to find hidden pieces of history that will be celebrated throughout the next year.

The 2024 season also marks the opening of the reimagined **Underground**, the world's only indoor wooden roller coaster. Guests will notice improved sound, lighting and thematical effects throughout the ride, along with updates to some of the most beloved scenes, along with a few new scenes. Working with local historians, aspects of Iowa's coal mining history will shine through.

The park team has dug deeper into the original storyline created for the **Underground** in 1996. It tells the story of a legendary gold heist nearly 100 years ago. As the story goes, local hero, Sherriff Sam, dynamited the abandoned coal mine, trapping notorious outlaw Bad Bob and his gang inside. Now, guests will be invited to go through the old mine to search for the missing gold and the spirit of Bad Bob.

"Adventureland is so engrained in the history and culture of Iowa that Iowans feel a deep connection to the park," General Manager Mike Lusky said. "As we celebrate Adventureland's 50th birthday and the return of the beloved **Underground**, a Season Pass unlocks a year of unforgettable thrills and memories."

A 50th birthday celebration would not be complete without Adventureland's most eventful season yet! Park-goers can look forward to a variety of summer fun and entertainment with the return of the annual **Oktoberfest**, **Phantom Fall Fest** and more. Guests can expect even more surprises to be announced throughout the season as the park continues to honor its five decades of history.

Celebrating 50 years of fun, Adventureland is kicking off the holiday shopping season by discounting all 2024 Season Passes by \$50. The resort plans for the 2024 season to be its most eventful season yet, with more reasons to visit, in addition to all the fan favorite events that the park's guests have come to know and love.

The Altoona resort was founded by Des Moines Businessman Jack Krantz in the 1970s. The first phase opened in 1973 with Adventureland Inn and the neighboring campground. The theme park opened in 1974, delighting visitors with attractions like the Silly Silo and Log Ride. The park's continued expansion introduced new rides and attractions, quickly making it a beloved part of summer in Iowa. The resort made a splash in 2008, with the addition of Adventure Bay water park. In 2021, Palace Entertainment took the reins, injecting fresh energy with 11 new rides and continued investments throughout the resort.

Right now, is the best time to take advantage of the park's low Season Pass deals. Select passes include perks like free parking, free soft drinks, in-park discounts and so much more. Pay for a day and receive a summer of fun with a bronze pass, now just \$69.99. **Adventureland Inn** is also getting in on the 50th celebration with special winter hotel packages for as low as \$79 per night. Select packages include \$20 to **Spectators Sports Bar and Grill** and \$20 for the **Adventure Zone** arcade.

For more details on Adventureland's 2024 Season, on-going Black Friday and Cyber Week sales and more, visit 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 Inn and Campground lodging properties, and the Spectators Sports Bar and Grill full-service restaurant, Adventureland Resort has entertained millions of guests during 50 years of fun.

About Palace Entertainment

Palace Entertainment is one of the leading leisure park operators in the United States and is owned by Parques Reunidos. Palace Entertainment owns and operates 20 major entertainment and educational venues across 10 different states, offering a wide range of family-friendly rides, attractions, and educational experiences.