

Media Contact:

Alex Payne
Regional Public Relations Manager
(515) 249-9765
Alex.Payne@PalaceEntertainment.com



Adventureland Park Opens for the Season with Major Park Improvements

Park updates include new food and retail locations, Speedy Pass, building improvements, and more!

ALTOONA, Iowa [May 1, 2023] – Major new additions and park improvements will greet guests at Adventureland theme park this weekend when *The Home of Iowa's Best Thrills* opens for the season. Gates open at 10 a.m. on Saturday, May 6. **Opening Day** will feature a flag raising ceremony, the Festival of Bands, and more! The park improvements are just the first big changes guests will experience as the park continues work on two thrilling new rides, **Flying Viking** and **Draken Falls**, opening later in the season.

The park's food and beverage department is unveiling a lineup of fresh new menu items, along with two new food stands. The world famous **Potato Patch**, comes to Adventureland. The iconic brand debuted 50 years ago at Kennywood in Pittsburgh. It has since expanded to six Palace Entertainment parks and Acrisure Stadium (home of the Pittsburgh Steelers). The stand features fresh-cut French fries with a variety of toppings. The building will be crowned with a massive three dimensional Viking ship full of oversized fries. The nearby **Cone Zone** will feature sweet frozen treats including soft serve ice cream, sno-cones, and Dole Whips, just north of the Coca-Cola Café.

Feel like a kid in a candy shop at the all new **Sweet Boutique** on Main Street. Featuring your favorite candies, oversized lollipops, chocolates, truffles, and more, there is sure to be something to satisfy any sweet tooth. New outdoor seating along Main Street will be the perfect place to take a break and enjoy a treat. The improvements build off of major updates to the park, including Main Street, that Palace Entertainment made leading into the 2022 season.

Also new on Main Street, the **VFX Studio** will allow guests to star in their own photoshoot with various backdrops. It's a part of an all new photography experience throughout the theme park featuring selfie stations and on-ride photos on Draken Falls, Flying Viking, Monster, and Tornado.

It's a gold rush in Outlaw Gulch after gold was discovered near the Outlaw roller coaster. Experience life as a prospector trying to stake their claim at the all-new **Mining for Gold** experience. Miners hoping to cash in can pan for gold, gems, and other treasures.

"We wanted to create a more welcoming park experience, making Adventureland a place everyone can enjoy, while also building on what people already love about the park," Adventureland General Manager Bill Lentz said. "These new experiences and park improvements truly complement the two new rides we have coming later this season."

Guests wanting to skip the line are in luck. The new **Speedy Pass** will cut wait times by up to 90% on some of the park's most popular attractions. Guests will be able to choose either single use or all-day passes to ride more and wait less. Rides included in the new Speedy Pass program are Flying Viking,

Draken Falls, Monster, Phoenix, Dragon Slayer, Space Shot, Storm Chaser, Sidewinder, Saw Mill Splash, and Underground.

Adventureland's events and entertainment lineup feature exciting new acts along with the return of some fan favorites. America's longest running theme park magic show continues for its 36th season with Ben Ulin's Magic and Comedy Show. New strolling entertainment will be featured throughout both the theme park and Adventure Bay water park. Live music returns to Iowa Beer and Wine along with additional musical acts on a new stage at Adventure Bay starting on Saturday, May 27.

Don't forget the new **Summer Concert Series** every Friday and Saturday in June. It leads into the four-day **Celebrate America** event featuring concerts each night July 1-4, concluding with fireworks on July 4. All concerts are included with park admission. On Labor Day weekend, the all-new **Kids Fest** brings exciting family-friendly events and entertainment to Adventureland. Then, raise a glass to the 21+ fan-favorite **Oktoberfest** on Saturday, September 16. The 2023 season comes to a close with the terrifyingly popular **Phantom Fall Fest**. Starting on September 23, and running through the end of October.

The best way to take advantage of Adventureland's year-long thrills is with a 2023 Season Pass. To see the full 2023 operating calendar or to purchase a Season Pass, visit [AdventurelandResort.com](https://www.adventurelandresort.com).

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About Adventureland Resort:

Adventureland Resort is the Home of Iowa's Best Thrills. From fun that kids and adults can enjoy together to thrilling world-class rides like the Monster, Adventureland Resort offers something for everyone. New in 2023, Viking invaders bring two thrilling new attractions, Flying Viking family coaster and Draken Falls water ride. The Adventureland experience goes beyond the rides: guests can make a splash at Adventure Bay water park or try the famous Southern fried chicken! Enjoy the full resort with a stay at Adventureland Inn or campground, and Spectators Sports Bar and Grill is the place to be for every game.