

FOR IMMEDIATE RELEASE

Contact: Lori Landry

Phone Number: 281-355-3300 x 108

Email Address: llandry@splashtownpark.com

FREE PARKING AT SPLASHTOWN IN TIME FOR SEASON OPENING

SplashTown Listens to Guests and Responds with More Value

SPRING, Texas (April 20, 2010) – SplashTown Houston is announcing today that it has a new policy on parking. Responding to guest feedback, the park has decided to adjust its 2010 policy to allow free parking to all guests. The new policy directly illustrates the park's consciousness of the tough economic climate facing its guests and comes in time for the season opening, April 24th.

"We want Houston residents and SplashTown guests to find the best entertainment value in the region right here at SplashTown," said Jody Kneupper, General Manager of SplashTown Houston. "Eliminating the paid parking this season simply felt like the right thing to do."

Guests who have already purchased parking passes for this season are encouraged to visit the SplashTown "Frequently Asked Questions" webpage for parking pass exchange instructions at <http://www.splashtownpark.com/faq.aspx>.

SplashTown's gates open Saturday, April 24th, to 35 amazing rides, slides, and attractions, including the newest, Stingray Racer. Families can take advantage of the lowest price of the year on Season Passes and secure an entire summer vacation filled with fun for just \$59.99 per pass, if purchased in a four-pack by May 9th. Visit [SplashTownPark.com](http://www.SplashTownPark.com) for details and a full operating calendar.

ABOUT SPLASHTOWN HOUSTON - **SplashTown**, located just minutes north of Houston in Spring, TX, features 14 rides and attractions with a combined slide total of 35. An impressive line-up of rides includes *The Tornado*, *Texas Free Fall*, and *Thunder Run*. For families, SplashTown offers *Wild Wave Pool*; *Blue Lagoon Activity Pool* with swings, geysers, water cannons, a diving rock, and waterfall; and *Leaky Pipes* children's activity center. Poolside, private, shaded cabanas are available making SplashTown a perfect tropical vacation location that's affordable and close to home.

ABOUT PARC MANAGEMENT – **PARC** is a leading provider of family entertainment with 25 theme parks, water parks, and entertainment venues across the United States and Canada including Darien Lake Resort, Elitch Gardens, Frontier City, Magic Springs & Crystal Falls, Myrtle Waves, SplashTown Houston, Waterworld California, White Water Bay, nine family entertainment centers, and five NASCAR SpeedParks. Its mission is to create treasured memories for families in a safe, clean and fun environment. www.PARCManagement.com

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