



#### MEDIA CONTACTS:

Heather Austin  
480-505-4554  
[heathera@offmadisonave.com](mailto:heathera@offmadisonave.com)

Trevor Wilson  
623-201-2000 ext 13  
[trevor\\_wilson@vrtpusa.com](mailto:trevor_wilson@vrtpusa.com)

#### Construction Information and Notable Vendors

**Wet 'n' Wild Phoenix** ([www.wetnwildphoenix.com](http://www.wetnwildphoenix.com)), is a \$30 million dollar water park located in North Phoenix near I-17, on Pinnacle Peak Road. Opened in July 2009, the Park is the largest in the state and features heart-racing slides such as **Maximum Velocity** – the world's first, gravity-defying, dueling Master Blaster water coaster.

Set on more than 35 acres, the park features more than 30 slides and attractions and was developed by Village Roadshow Limited ([www.villageroadshow.com.au](http://www.villageroadshow.com.au)). Internationally recognized as one of the largest and most diverse entertainment companies in the world, Village Roadshow has interests in film production, cinema exhibitions, radio, music, aquariums and theme parks. The company's flagship water park, Wet 'n' Wild Water World located on the Gold Coast in Australia, entertains more than one million visitors each year and is consistently recognized as one of the top water parks in the world.

"We are transforming the amusement and water park landscape in the Southwest and creating the ultimate entertainment destination for families with the opening of Wet 'n' Wild Phoenix," said Scott Cooper, General Manager of Wet 'n' Wild Phoenix. "The park features some of the world's most incredible slides and will offer an experience unlike anything Valley residents have seen before."

#### Park Design

Wet 'n' Wild Phoenix concept is modeled after the successful Wet 'n' Wild Water World on the Gold Coast of Australia. The design and layout was a collaborative effort involving many companies within the industry as well as Arizona based companies. **R&R Design** was contracted to assist with theme and design elements throughout the Park.

#### Slides & Attractions

All of the Park's attractions, with the exception of *The Tornado*, were developed and installed by **WhiteWater West** ([www.whitewaterwest.com](http://www.whitewaterwest.com)). *The Tornado* was manufactured and installed by **Pro Slide Technology** ([www.proslide.com](http://www.proslide.com)). Both WhiteWater West and Pro Slide Technology are worldwide manufacturers and designers of water parks.

#### Construction

Construction was headed by **SW Amusement** as General Contractor. **MCO & Associates** contracted to construct the new in-door restaurant facility and rehab of the Restroom and Front Gate Buildings. **Western Aquatic Construction Development** was responsible for the rehab of the wave pool and endless river, installation of all slide catch pools, and pump rooms. The Park's impressive audio, network and visual systems were installed by **AzStar** ([www.azstar.com](http://www.azstar.com))

#### Shade Structures

Over \$1 million dollars was spent on shade structures including eighteen cabanas. The design, creation and installation of the Park's shade was completed by **Urban Shadow** ([www.urbanshadow.com](http://www.urbanshadow.com)) located in Scottsdale, Arizona

**Misting System:** Aqua Science, Tempe Arizona

**Locker System:** Smart Carte

**Tubes & Mats:** Zpro Water Sports and Zebec

**Front Gate System:** Omni Ticketing

**Food, Beverage & Retail POS:** InfoGenesis by Agilysys, Inc