



For Immediate Release

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MYRTLE WAVES WATER PARK LAUNCHES SPLASH CASH PROGRAM
Convenient, cashless spending system to include in-park discounts

Myrtle Beach, South Carolina (July 8, 2013) – Myrtle Waves Water Park, South Carolina’s largest water park, is excited to announce “Splash Cash”, a convenient, cashless, in-park spending system.

Splash Cash is a waterproof card that guests can load at any register within the park to use in place of carrying cash during their visit. The card is free and offers unique benefits including discounts on food, drink, merchandise and cabana rental purchases. Splash Cash never expires, so guests can use the value they load to the card in one visit or bring it back on their next visit. The card is also valid for use at Myrtle Waves Water Park’s sister properties, NASCAR SpeedPark Myrtle Beach and Pavilion Nostalgia Park.

“We are always seeking ways to create the most convenient experience for our guests,” says Kyle Embry, General Manager of Myrtle Waves Water Park. “We think this is a great way for guests to enjoy their park visit without the worry of carrying around cash while they’re in the water. Splash Cash is completely water proof and can be used to manage your teenager’s spending while they’re in the park, is a great gift idea for your family and friends, or can just be used to save on in-park purchases during your visit” adds Embry.

The Splash Cash program is now available for all guests at Myrtle Waves Water Park.

ABOUT MYRTLE WAVES WATER PARK

Myrtle Waves Water Park is South Carolina’s largest water park with 20 acres of swerves, curves, waves, chutes and over one million gallons of water. Owned and operated by PARC, Myrtle Waves Water Park is staffed with over 100 specially trained, and award winning life guards and offers 22 slides and attractions. Myrtle Waves Water Park is open annually, mid-May to mid-September.

www.myrtlewaves.com

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