



FOR IMMEDIATE RELEASE

Media Contact:  
Rebecca Feagin  
(843) 424-9239

[rebecca.feagin@myrtlewaves.com](mailto:rebecca.feagin@myrtlewaves.com)

## **MYRTLE WAVES WATER PARK TO OPEN THIS SATURDAY** **Myrtle Waves kicks off the season with General Admission Next Day Free!**

**Myrtle Beach, SC (May 20, 2014)** – Myrtle Waves Water Park will have a “soft” opening this weekend opening on Saturday, May 24<sup>th</sup>, Sunday, May 25<sup>th</sup>, and Memorial Day Monday May 26<sup>th</sup> from 10am to 5:30pm (limited attractions will be open – “like” us on Facebook to see the special rate). The park will be open weekends through June 1 and open daily starting June 7. We are excited to announce our new General Admission pricing. The pricing at the front gate includes the following: Adult (42” and up) \$24.99, Junior (under 42”) \$19.99, Senior (age 55+) \$10.99 and Under 3 is free. You can also save time, skip the lines, and proceed to the pre-purchased tickets entrance when you purchase on-line tickets in advance. On-line General Admission tickets are discounted off the front gate price. All general admission passes whether purchased at the park or online this year include free parking and even better, The Next Day Free!

“Our goal is to provide a great guest Experience at an attractive price point PLUS the added value of including The Next Day Free” says Brent Owens, General Manager at Myrtle Waves Water Park. “Myrtle Waves has been a part of creating family memories for years and we hope to make that possible for our community as well as the many visitors that travel to Myrtle Beach each season.” A great way to have some private space for family and friends is to rent a private, covered cabana for your day at the park. This year, all cabana rentals include 4 drinks and a large pizza.

2014 Season passes are also available now for only \$39.99, which is 50% off last year’s full-price season pass and is available through June 6. Season pass benefits this year includes 10% off food and merchandise. All prices above do not include tax. Additional information on tickets, season passes, cabana rentals and a full operating calendar is available at [www.myrtlewaves.com](http://www.myrtlewaves.com).

### **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. Operated by new management company, Innovative Attraction Management, Myrtle Waves 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](http://www.MyrtleWaves.com)

### **ABOUT INNOVATIVE ATTRACTION MANAGEMENT**

Innovative Attraction Management is a Florida based company focused on providing Turn-Key Attraction Management, Amusement Industry Consulting Services and an Elite Aquatic Risk Prevention program. IAM is currently managing facilities in Florida, South Carolina and Georgia. [www.i-amllc.com](http://www.i-amllc.com)

###