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WILD WAVES ‘UNVEILS’ PINK 125-FOOT I-5 DIVE TO FIGHT BREAST CANCER WITH PUGET SOUND AFFILIATE OF SUSAN G. KOMEN FOR THE CURE®

Wild Waves challenges all U.S. theme parks to paint their Skycoasters pink to raise awareness for breast cancer

June 1, 2011 – Wild Waves, the Seattle area’s destination theme and water park, today unveiled a new pink paint job on their 125-foot I-5 Dive Skycoaster, part of a unique partnership with the Puget Sound Affiliate of Susan G. Komen for the Cure®. Wild Waves will donate proceeds from each ride to the Komen Puget Sound Affiliate. The I-5 Dive is one of Wild Waves Theme Park’s signature rides, which offers thrill-seeking daredevils a 125-foot plunge and swing alongside I-5. The ride has been a landmark for the theme park on the busy interstate corridor for over a decade.

“You can’t miss our giant pink Skycoaster from I-5,” said Todd Suchan, Wild Waves General Manager. “We’d like to thank our partners Long Painting, US Food Service, Caffe D’arte, Jeff and Leanne Stock, Mountain Construction, Prime Electric, and the Wild Waves Team Members for helping to make this happen.”

“When I agreed to return to Wild Waves, one of my goals was to rebuild the park’s community connections,” said Wild Waves President Jeff Stock. “I have deep roots in this community and I am so excited to announce this partnership and our donation to the amazing work of the Komen Puget Sound Affiliate.”

Stock, a successful Northwest entrepreneur and player with the original Seattle Sounders, owned and operated the park in the 1990s. Stock was selected by Wild Waves Theme Park’s current owner, CNL Lifestyle Properties, Inc., to resume management of the Park in February 2011.

“One in eight women will be diagnosed with breast cancer in her lifetime,” said Cheryl Shaw, Executive Director of Puget Sound Affiliate of Susan G. Komen for the Cure. . “Our new partnership with Wild Waves offers an amazing opportunity to raise awareness about the importance of early detection in treating breast cancer. The Skycoaster is a landmark along I-5, in the heart of our 16-county service area.”

Susan G. Komen for the Cure® is the world’s largest grassroots network of breast cancer survivors and activists, working to save lives, empower people, ensure quality care for all and energize science to find the cures.

Not only will this promotion raise money for breast cancer, it will also raise significant awareness. Wild Waves will also join forces with Komen Puget Sound Affiliate by participating in the Susan G. Komen Puget Sound Race for the Cure® on Sunday, June 5th at Seattle Center. The 2011 race is expected to draw 15,500 participants and to raise \$1.8 million. The Wild Waves team, including Jeff Stock and Todd Suchan, will take part in the Race.

To encourage even higher pink Skycoaster donations to Komen, Jeff Stock has challenged other theme park owners to join him by painting their own Skycoasters pink and making a donation to Komen for each ride.

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“Jeff has initiated an outstanding community partnership,” said Curt Caffey, Senior Vice President and Managing Director, CNL Lifestyle Company, LLC. “Breast cancer is an issue that touches many families and we’re proud to do our part to work for a cure.”

Wild Waves Theme Park opened for the 2011 season for weekends only beginning May 14, and opens daily for the season on June 9, 2011.

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About Wild Waves Theme Park

Wild Waves Theme Park, the only combination theme park and water park in the Pacific Northwest, is located just off of I-5 in Federal Way. The park features more than 60 rides, slides and attractions on approximately 70 acres. It boasts the region’s largest wave pool, longest lazy river ride and largest wooden and steel looping roller coasters. Wild Waves employs nearly 1,000 people between May and October.

For more information about Wild Waves, see www.wildwaves.com.

About Puget Sound Affiliate of Susan G. Komen for the Cure®

The Puget Sound Affiliate was established in 1992 and has invested nearly \$23 million to fund local breast health education, screening and treatment support in Western Washington and for global research to find the cure for breast cancer. The Puget Sound Affiliate is one of the largest Komen Affiliates out of a network of 122 across the country. It focuses its efforts on saving lives by funding education and early detection, as well as patient assistance and patient navigation in 16 counties in Western Washington.

www.komenpugetsound.org. Follow us on Twitter @KomenPugetSound or Facebook.