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CITY OF PALMDALE

NEWS RELEASE

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DryTown Wins World Waterpark Association Award

PALMDALE - The City of Palmdale's DryTown Water Park took home a 2014 Wave Review Award for excellence in marketing presented by the World Waterpark Association (WWA) at its annual Symposium and Trade Show held in Las Vegas.

DryTown Park Manager Eric Dombrowski accepted the award in the "Best Print Media" category for "Water Parks with Up to 100,000 Annual Attendance" for its "Best. Day. Ever." campaign. The ads were designed by Palmdale's Sponsorship and Marketing Specialist Stella Devine-Knight.

"This is our fourth Wave Award since 2010 and we're proud to be recognized by our peers for our marketing efforts," Dombrowski said. "We couldn't have won this award without Stella's talents and skills, and it's great to see her recognized for her work."

The WWA is an international not-for-profit organization. Its primary purpose is to further safety and profitability in the waterpark industry.

Currently, DryTown has a special discounted offer on all pre-season passes purchased online at www.cityofpalmdale.org/drytown now through Dec. 31, 2014. In addition, DryTown is giving away a single-day admission ticket, valued up to \$21, with each pass sold during the holiday online sale.

“DryTown’s regular prices are already a good deal,” said DryTown Manager Eric Dombrowski, “but with this discount of 20 percent off and a free day pass, a good deal has gotten even better. You can get an individual season pass for as low as \$34 each.”

With the discount, City of Palmdale residents pay a holiday pre-season price of just \$43 for an individual pass and only \$34 each for 4 or more passes. The discounted price for non-Palmdale residents is \$53 for individual passes, \$42 each for 4 or more passes.

“Our season passes make great stocking stuffers,” said DryTown Recreation Coordinator Laura Rice. “Season pass holders enjoy unlimited use of the water park during its normal hours of operation and can also attend all Sundown at DryTown events. So make a splash this holiday season with the gift of summer fun!”

DryTown is the Antelope Valley’s only water park. It is a six-acre Old West mining town-themed aquatic park featuring a 925-foot lazy river, a 35-foot waterslide tower with three waterslides and splashdown pool, a four-lane racer slide, and a 6,000 square foot children’s water playground with spray features. It also features Dusty’s Grill hosted by Subway; a General Store with souvenirs and sundries; covered picnic area; and a large grassy area for group outings. Parking is free.

The water park is located at 3850-B East Avenue S in Palmdale. For more information, visit www.cityofpalmdale.org/drytown or call 661/267-6161.