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Paul Childress, Owner

Splash Down Dunes Celebrates Success

PORTER, IN – Paul Childress, owner of Splash Down Dunes Water Park, is not fuming at the Dow Jones' plummet on Tuesday. Instead, he is beaming with energy and enthusiasm at the best summer in his park's history. Attendance and profits reached all-time highs. Season pass sales tripled from 2001 to 2002. Discount ticket sales expanded rapidly. Childress has expressed an interest in obtaining a corporate sponsor for an expanded children's area.

During the summer of 2002, just under 140,000 guests piled into Splash Down Dunes, the highest attendance figure in its history. The 2001 summer was actually the first year in which the park eclipsed the 100,000 mark. Needless to say, the business is expanding rapidly. "The word is definitely getting out on our park," claims Childress. "We have seen an influx of people from Illinois that we have never seen before. Splash Down Dunes is, without doubt, finally the place to be in Northwest Indiana. I would like to thank our guests and staff for making my dream possible." Dan Cypra, the park's Marketing and Public Relations Director states, "Our marketing efforts in the Southern Suburbs of Chicago and in South Bend have paid off. I am quite pleased with our discount ticket outlets as well. We decided that we would gamble and greatly increase the number of outlets from 2001. I am happy to say we succeeded."

Attendance is not the only number soaring at the park. Operating profit climbed to an all-time high, \$225,000. "We are paying off our tube slide loan faster than anticipated and are looking forward to a winter filled with various construction projects including several new pavilions," raves Childress. Splash Down Dunes is currently seeking a corporate sponsor to develop an expanded children's area. Further information can be obtained by calling 219-929-1181. "The children's area will help expose the sponsor to the public," states Childress. "They have been wildly successful at other parks and we look forward to bringing increased sponsorships to Northwest Indiana."

Splash Down Dunes is located on U.S. 20 at Indiana 49, just a mile from the Indiana Dunes State Park. 2003 admission prices are \$17 for guests over four feet, \$10 for guests under four feet, and free for children age three and under. Tube use is included in the gate admission. Season passes are currently on sale. They are \$60 through Christmas, \$70 through May 31, and \$85 anytime afterwards. Splash Down Dunes is privately owned and operated; it is not part of any park system.