



### Quassy Renames Waterpark 'Splash Away Bay'

1/23/2013

MIDDLEBURY, Conn. – Quassy Amusement Park’s plunge into the waterpark business a decade ago seemingly pumped new life into the family-owned property overnight. Today, Quassy officials announced the waterpark will officially carry a new name: “Splash Away Bay.” “With a huge expansion of the waterpark under way, we felt now was the appropriate time to rename it,” said Quassy President Eric Anderson. “‘Splash Away Bay’ was a title that surfaced from within our management team,” Anderson added. “At first, we thought we would tag one of the new waterpark attractions with that name, but the more we thought about it, the better ‘Splash Away Bay’ sounded as an overall waterpark title.” Quassy is virtually doubling the size of the waterpark – formerly called “Saturation Station” - with the addition of a “BulletBOWL” ® water raft ride and a pair of “FreeFall” ® extreme bodyslides, all from ProSlide Technology Inc., of Ottawa, Ontario, Canada. In addition, the park is building a 2,000-square-foot children’s Vortex Splashpad ® by Vortex Aquatic Structures International Inc., Pointe-Claire, Quebec, Canada. “Initially, we were going to call this children’s water play area ‘Splash Away Bay,’ but decided the name was a great fit for the entire waterpark since it is adjacent to our beach,” noted George Frantzis II, a park owner. “That area (splashpad) will be called the ‘Fish Pond’ instead. Our guests have requested a water play area just for the toddlers, and this will be just that!” All of the new attractions are currently under construction and will be located next to the existing “Saturation Station” modular water play area and waterslides. The parcel being developed, overlooking Lake Quassapaug, was occupied by the “Monster” mad mouse roller coaster, which was dismantled at the conclusion of the 2010 season. About The Attractions The “BulletBOWL” is a two-person tunneled tube ride that will drop more than 30 feet and travel more than 210 feet. When the tube emerges from the tunnel it is sent spinning into a gigantic bowl where speed and centrifugal force keep the riders glued to the outside of the bowl. As the tube circles and slows down, it plunges into the center of the bowl and exits into a landing trough. The ride will have a capacity of more than 300 persons per hour with a minimum height requirement of 48 inches to participate. As of this year, 14 “BulletBOWL” installations existed worldwide. The “FreeFALL” slides, which will share the same loading platform with the bowl tube ride, are also known as “extreme” bodyslides. ProSlide revolutionized speed slide design in 1991 with the advent of its narrow, u-shaped fiberglass flume profiles. Quassy’s two new bodyslides will each be more than 140 feet in length with riders traveling at rates of more than 20 feet per second. The two flumes will accommodate more than 300 riders per hour with a minimum height requirement of 48 inches. Riders will come to a stop in runoff troughs. “These new slides will take Quassy’s waterpark to the next level – adding more value to the guest experience,” Anderson noted. The “Fish Pond” splash pad will be located next to the new waterslides and has been designed as a play area strictly for younger children. A multitude of attractions will be incorporated into the area including a rainbow spray tunnel, geysers and themed hands-on water play elements. “We envision this being an extremely popular play area for youngsters – especially toddlers,” Frantzis said. “It will be very parent-friendly so the adults can easily keep an eye on their children. It’s not an attraction for older kids, but geared toward those under 8-years-old.” M.E. O’Brien & Sons Inc. of Medfield, Mass., is the regional distributor of the Vortex products to be used at the “Fish Pond.” Anderson and Frantzis, owners who oversee daily operations at Quassy, said construction of the new attractions will continue throughout the winter with an official opening slated for Memorial Day weekend. The waterpark expansion is part of a multi-year projected \$5 million improvement plan initiated by the park in 2009. The first phase was completed in 2010 with the addition of the “Free Fall ‘N’” drop tower from Italian ride manufacturer SFB. In 2011 the park added its new marquee attraction, the



## Press Release

"Wooden Warrior" roller coaster. Quassy officials did not put an estimated dollar value on the waterpark expansion, but did note that additional seasonal staffing would be added once the attractions are completed. The project is being financed by TD Bank. The park employees more than 300 seasonal workers during its April to October run. About The Waterpark "Saturation Station" opened in the spring of 2003 adjacent to Quassy Beach at the 20-acre amusement park. The modular water play area was the first SCS Interactive WaterColors™ installation in the world and featured more than two-dozen ways to get drenched. Water cannons, cascading fountains and a huge dumping bucket on the center tower made the new water attraction an immediate success. It also incorporated two family waterslides from ProSlide Technology. "Saturation Station" is as popular today as when it opened," Frantzis said of modular elements. "It will remain an integral part of the waterpark experience here." In 2006, Quassy added two huge "Tunnel Twister"™ waterslides from Proslide to further bolster the growing demand for attractions within the waterpark. Since then the entire waterpark attraction was referred to as "Saturation Station." "Splash Away Bay" waterpark will be included with the purchase of an all-day wristband at Quassy. Guests not wishing to participate on the park's amusement rides may purchase a separate admission to Quassy Beach and the waterpark. The water attractions, open Memorial Day weekend through Labor Day, as well as the rides are included with season passes. About Quassy Quassy Amusement Park opens for its 105th season on April 27. The park features more than two-dozen rides and attractions, including the "Wooden Warrior" roller coaster, which made its debut in 2011. The coaster has won numerous awards since its opening, including being named Attraction of the Year by the theme park enthusiasts' Web site Behind The Thrills. It is also rated among the top 50 roller coasters in the world, according to trade publication Amusement Today. In 2012 Quassy added the "Crazy Cups" family tea cup ride located in Carousel Court. The ride features six family-sized spinning tea cups on a rotating platform. The "Crazy Cups" attraction was manufactured by Italian ride maker Zamperla. The park also has a restaurant, redemption arcade, games and live entertainment. Birthday parties, catered outings and other events are currently being booked for the summer season through the park office at 203-758-2913. For more information about Quassy Amusement Park visit [www.quassy.com](http://www.quassy.com). Quassy is located at 2132 Middlebury Road (Route 64), Middlebury, Conn. --30— 'Splash Away Bay' A Complete Waterpark Experience At Quassy MIDDLEBURY, Conn. – "Splash Away Bay" has become a complete waterpark experience with the addition of numerous new attractions for the 2013 season. The popular waterpark, at Quassy Amusement Park here, has virtually doubled in size this year and includes the following H2o fun: • "Saturation Station" – A modular jungle gym of sorts with more than two-dozen ways to get drenched. There are cascading fountains, water cannons and two waterslides. At center stage is a huge tipping bucket that dumps more than 300 gallons of water on the anxious guests below. Debuted in 2003. • "Tunnel Twister" waterslides – A pair of gigantic, enclosed twisting and turning waterslides that plunge more than 30 feet. Ride the translucent yellow slide, or challenge total darkness in its red counterpart. Debuted in 2006. • "BulletBOWL" - A two-person tunneled tube ride that drops more than 30 feet and travels more than 210 feet. The tube emerges from the tunnel it is sent spinning into a gigantic bowl where speed and centrifugal force keep the riders glued to the outside of the bowl. The tube circles and slows down and plunges into the center of the bowl and exits into a landing trough. New for 2013. • "FreeFALL" slides - Also known as "extreme" bodyslides. Soar at more than 20 feet per second on this pair of slides. Each measure more than 140 feet in length. New for 2013. • "Fish Pond" - A splash pad and play area strictly for younger children. Features a multitude of attractions including a rainbow spray tunnel, geysers and themed hands-on water play elements. New for 2013. "Splash Away Bay" waterpark is located adjacent to Quassy Beach on Lake Quassapaug and is included with the purchase of an all-day wristband at Quassy Amusement Park. A separate waterpark wristband is offered for guests who do not want to participate on the amusement rides. The waterpark and beach are included with all season pass purchases. "Splash Away Bay" and



## Press Release

---

Quassy Beach operate Memorial Day weekend through Labor Day. Quassy Amusement Park opens April 27 for the 2013 season. For more information visit [www.quassy.com](http://www.quassy.com) or call 1-800-FOR-PARK. --30— With artist's rendering of new logo/photos