

CONTACT: Richard Coleman
American Resort Management, Senior VP of Development & Operations
rcoleman@armpallc.com
814-833-2631 ext. 101

Parrot Island Waterpark Names Director of Sales & Marketing

Fort Smith, Arkansas – February 4, 2015 – Parrot Island Waterpark of Fort Smith, AR and **American Resort Management, LLC** of Erie, PA have selected long-time Fort Smith hospitality sales veteran Brenda Payne of Van Buren, Arkansas as the Director of Sales & Marketing for Parrot Island Waterpark. Ms. Payne is a board member and immediate past president of the Fort Smith Noon Exchange. Ms. Payne will be responsible for the success of sales-driven programs with a particular focus on groups and events at Parrot Island Waterpark while building strong community relations. Ms. Payne can be reached at (479) 788-6550.

Senior VP of Development & Operations of **American Resort Management, LLC** Richard Coleman said of the hiring “We are impressed with Ms. Payne’s qualifications and successful track record in hospitality sales. We aspire to make Parrot Island Waterpark the best possible waterpark it can be, and it is our belief that Ms. Payne being a part of the equation brings us a step closer to that goal.”

Parrot Island Waterpark is scheduled to open in May 2015 with over 10 acres of family fun that will include three 40 foot tall twisting, turning slides along with a 40 foot tall speed slide, a giant wave pool, an over 500 foot long lazy river, a tiny tots pool area with a variety of splash activities, and an expansive activity pool with nearly 250,000 gallons of fun. Parrot Island Waterpark will feature private cabanas and a concession area and is located adjacent to Ben Geren Park Mini Golf and Go Karts. Parrot Island Waterpark is now taking reservations for birthday parties, youth groups, and company picnics.

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