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## Parrot Island Waterpark Welcomes New Sales and Marketing Director



**Fort Smith, Ark – March 1, 2022** – Parrot Island Waterpark is excited to welcome Lauren Mathis back to the Parrot Island Waterpark team. Lauren was recently named the park's new Director of Sales and Marketing. In this role, Lauren will be responsible for leading marketing initiatives and sales tactics along with managing catering events and the cabana/birthday team.

Lauren is a Fort Smith local who previously worked at Parrot Island Waterpark for two years as the Marketing Intern and Supervisor. Her prior knowledge of the park will greatly assist in meeting the immediate needs of the park and a smooth transition into this new role. In addition to her prior knowledge, her attention to detail and understanding of the park's brand standards and passion to cultivate the "Aloha Spirit" to its fullest potential are all values that will make Lauren great as the new Marketing & Sales Manager.

For the past year, Lauren worked in the casino and resorts industry in marketing and promotions. Her insights and knowledge of current entertainment trends, marketing styles and promotional sales will aid in the success of the upcoming season at Parrot Island.

"I am excited to be returning to such an amazing company with fresh eyes and new ideas," Lauren said. "With a rapid incline in the entertainment industry as a whole, I am looking forward to what this new chapter brings for myself and this park. I am honored to be asked to lead such a great team."

"Lauren is a go-getter that sets high standards and goals for herself", Says Rick Coleman, CEO of American Resort Management. "She aims to support her team and optimizing their talents to drive sales with the experiential, exciting atmosphere that is Parrot Island Waterpark."

Parrot Island Waterpark features the region's only two lane FlowRider, wave pool, five awesome twisting turning water slides including the new 2-person tube slide, a relaxing lazy river, an activity pool, and a themed children's aquatic play area. The outdoor waterpark has over 410,000 gallons of aquatic

fun and has a variety of amenities, including party pavilions, cabana rentals, food, and beverage concessions, 800 complimentary deck and lounge chairs, over 250 complimentary water tubes, expansive grass lawns for relaxing and is open Memorial Day through Labor Day.

Located at Ben Geren Park, residents and visitors can enjoy Parrot Island Waterpark along with miniature golf, playground equipment, outdoor picnic areas and pavilions, softball and soccer fields, tennis courts, a 1 ½ mile fitness and circuit walking trail, two 18-hole disk golf courses, over eight miles of paved bike trails, 11 miles of mountain bike trails, and an outstanding 27-hole county golf course.

For more information, please visit [www.parrotislandwaterpark.com](http://www.parrotislandwaterpark.com). Parrot Island Waterpark is also on Facebook at [www.facebook.com/parrotislandWP](https://www.facebook.com/parrotislandWP) and on Twitter @ParrotIslandWP

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