



CONTACT: Chad Jones, Rightmind Advertising • email: [chad@rightmindads.com](mailto:chad@rightmindads.com) • 479-242-2167

## Parrot Island Waterpark Wins Prestigious WAVE Review Awards

Fort Smith, Ark – October 22, 2019 – Staff members from Parrot Island Waterpark of Fort Smith, Arkansas recently attended the **World Waterpark Association annual trade show to accept three Wave Review Awards**. The Wave Review Awards are given out annually by the World Waterpark Association to honor excellence and creativity in marketing and advertising in support of a water leisure attraction. This year's award winners were recognized prior to the Keynote Session on October 9<sup>th</sup>, 2019 at the WWA's 39<sup>th</sup> Annual Symposium & Trade Show held at *Disney's Coronado Springs* Resort in Orlando, Florida, U.S.A.

Attending the awards presentation on behalf of Parrot Island Waterpark were Alex Medellin, Aquatics Manager and Kyle Taylor, General Manager.



Parrot Island Waterpark was one of the waterparks that received multiple awards this year including Best Brochure, Best Promotion and Best TV Commercial.

“We’re so honored to win these awards” says Kyle Taylor, General Manager, Parrot Island Waterpark. “We had a successful season this year and we feel our marketing efforts were a big part of that success.”

The winning advertising pieces were the waterpark’s 2019 season brochure design, Parrot Island News TV spot and the Surf-A-Thon promotion. After the historic flooding in May, waterpark officials wanted to find a unique way to bring the community together and raise money for those affected by the flood. They planned a Surf-A-Thon, similar to a walk-a-thon, where people could sign up to collect pledges for how long (in seconds) they could stand up surf on the new FlowRider attraction, with all pledge money going to the local United Way for flood relief efforts.

“We were thrilled when we heard about these awards” said Chad Jones, Creative Director and owner at Rightmind Advertising. “Working on the Surf-A-Thon campaign and producing the Parrot Island News TV spot with the kids were really fun projects for our team. We’re proud of the relationship we have with Parrot Island and we’re looking forward to exciting things for the 2020 season.”

Rightmind Advertising is the advertising agency of record for Parrot Island Waterpark.



To view the Parrot Island News TV spot, click here [https://www.youtube.com/watch?v=bxEgIXdK\\_8E](https://www.youtube.com/watch?v=bxEgIXdK_8E)

Parrot Island Waterpark features the region's only FlowRider® and wave pool, four awesome twisting turning water slides, a relaxing lazy river, an activity pool and a themed children's aquatic play area. The outdoor waterpark has over 370,000 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 much more. The waterpark is open Memorial Day through Labor Day.

Located at Ben Geren Park, residents and visitors can enjoy Parrot Island Waterpark along with miniature golf, go karts, 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

###