

UNITED PARKS & RESORTS



SALES TOOL KIT

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UNITED PARKS & RESORTS

DISCOVERY COVE

AQUATICA

SeaWorld

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SESAME PLACE



ADVENTURE ISLAND TAMPA BAY

75 words:

Adventure Island® is Tampa Bay's premier water park, featuring exhilarating water slides, a 17,000 square-foot wave pool and family attractions in 30 acres of tropical surroundings. At Tampa's Island Paradise guests can dig their toes into the sand or relax in lounge chairs or a private cabana. Adventure Island is home to thrilling slides such as Wahoo! Remix, Rapids Racer, Solar Vortex®, Vanish Point™, Caribbean Corkscrew® and Colossal Curl™, and two new interactive splash and play zones, among other family attractions.

50 words:

Adventure Island® is Tampa Bay's premier water park, featuring thrilling slides, a 17,000-square-foot wave pool, and family attractions across 30 tropical acres. The all-new Castaway Falls offers over 100 interactive water-play elements, including two giant tipping buckets and exciting water slides, making a bigger, splashier adventure for all ages.

25 words:

Adventure Island® is Tampa Bay's premier water park, featuring exhilarating water slides, a 17,000 square-foot wave pool and family attractions in 30 acres of tropical surroundings.

IMAGES: <https://seaworldparks.box.com/s/s14cpsqq7r-n0ags9r0q06bplxg2s23un>

AIT VIDEO: <https://seaworldparks.box.com/s/bml42jia7oc-zcl5zxq5t4eeix2ince7r>



Adventure
Island®



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AQUATICA ORLANDO

100 words:

Aquatica Orlando is a vibrant water park, known for its South Seas spirit and thrilling rides. Voted the #1 outdoor water park by USA Today's 10Best, it features 50 slides, rivers, lagoons, and 84,000 square feet of sandy beaches. Aquatica offers both excitement and relaxation with lazy rivers, wave pools, and cozy beach lounges. Ideal for families, it has two large play areas for kids. Exclusive attractions promise undersea adventures and endless fun, making it a top destination for all ages. Whether splashing or lounging, Aquatica is perfect for creating lasting memories.

75 words:

Aquatica Orlando, named the #1 outdoor water park by USA Today, offers thrilling rides, 50 slides, rivers, lagoons, and 84,000 square feet of sandy beaches. Ideal for families, it features two play areas for kids, lazy rivers, wave pools, and relaxing beach lounges. Exclusive attractions take guests on undersea adventures, while the laid-back atmosphere provides a perfect spot to unwind. Whether seeking excitement or relaxation, Aquatica is a top destination for unforgettable fun for all ages.

50 words:

Aquatica Orlando, voted the #1 outdoor water park, features thrilling rides, 50 slides, lazy rivers, wave pools, and 84,000 square feet of sandy beaches. With two kids' play areas and exclusive attractions, it offers fun for all ages, combining excitement with relaxation in a tropical, family-friendly setting.

25 words:

Aquatica Orlando offers thrilling rides, lazy rivers, and sandy beaches, featuring fun for all ages with kids' play areas and exclusive attractions for an unforgettable experience.

IMAGES: <https://www.seaworldlibrary.com/c/zodqyyll>

AQUATICA®



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BUSCH GARDENS TAMPA BAY

100 words:

Busch Gardens® Tampa Bay is the ultimate family adventure, combining exciting seasonal events, incredible animal experiences, world-class roller coasters and more! Guests can take on a top-rated list of favorite attractions for thrill seekers, including Phoenix Rising, North America's tallest inverted family coaster, and the award-winning Iron Gwazi, North America's tallest and the world's fastest and steepest hybrid coaster. Animal fans can connect with over 200 species of animals from around the world as they stroll through the park and upgrade their day with exclusive experiences, including hand-feeding giraffe on the park's 65-acre Serengeti Plain.

50 words:

Busch Gardens® Tampa Bay combines world-class roller coasters, one of North America's largest zoos representing more than 200 animal species, and exciting seasonal events. Guests can take on a top-rated list of attractions for thrill seekers, including Phoenix Rising, North America's tallest inverted family coaster or the award-winning hybrid coaster, Iron Gwazi, and classics like Cheetah Hunt, Montu and Sheikra.

25 words:

Busch Gardens® Tampa Bay is the ultimate family adventure providing unrivaled excitement and a unique blend of world-class thrill rides, more than 200 animal species and seasonal special events all year long.

IMAGES: <https://seaworldparks.app.box.com/s/s14cp-sqq7rn0ags9r0q06bplxg2s23un>

VIDEOS: <https://seaworldparks.box.com/s/9mdf9gt7yyp-28djvjc8jq3vfssylde7>



Busch
Gardens®



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BUSCH GARDENS WILLIAMSBURG

400 words:

Busch Gardens® Williamsburg is a European-themed amusement park, celebrating 50 years of operation in 2025. The world's most beautiful theme park is home to world-class roller coasters, award-winning entertainment, and nine European villages. This year, riders will become the beast on The Big Bad Wolf: The Wolf's Revenge, an all-new family-friendly inverted roller coaster. Guests embark on an exhilarating adventure through the German countryside, experiencing over 2,500 feet of track traveling up to 40 miles per hour while bolting through the streets of an abandoned Bavarian village.

The Virginia theme park offers a portfolio of world-class coasters; from the record-breaking Pantheon to the one-of-a-kind DarKoaster. In addition to thrill rides, enjoy classic attractions like the Busch Gardens Railway and the Aeronaut Skyride. The youngest adventurers can experience kid-friendly fun throughout Busch Gardens from the Sesame Street Forest of Fun to Land of the Dragons offering rides, play areas and more.

Park guests enjoy seasonal events throughout the year, beginning with Mardi Gras; a jazzy celebration straight from New Orleans. The fun continues with the fan-favorite Food & Wine Festival, featuring internationally inspired tastes and sips to savor. Spend summer at Busch Gardens with Summer of Wonder, highlighting electrifying entertainment from day to night. In September, take on terrifying haunts and thrills at Howl-O-Scream, Virginia's premier Halloween event. End the year with Christmas Town, as millions of twinkling lights, festive shows and more shine throughout Busch Gardens.

Down the road at Water Country USA, cool off at Virginia's largest waterpark. Open seasonally from May through September, Water Country USA offers fun for the whole family. High Tide Harbor, an all-new multi-level water play structure will open this year. Designed for families to explore together, this exciting area features over 100 interactive water elements, including cannons, sprayers, and tipping fountains, ensuring endless fun for kids of all ages. With vibrant and

dynamic water activities, High Tide Harbor promises to be the ultimate family-friendly destination for staying cool, joining kid-friendly attractions like Lil' Surfers Splash Pad and Rock 'n' Roll Island. Thrill-seekers can slide into excitement on adrenaline-pumping slides like Riptide Race and Aquazoid Amped. Stop by Surfer's Bay Wave Pool for an ocean of fun or step into Hubba Hubba Highway, the park's radical river adventure. There's something for everyone at Water Country USA. For more information, visit [BuschGardens.com](https://www.buschgardens.com) and www.watercountryusa.com.

IMAGES: <https://seaworldparks.box.com/s/ux5w7suw01slnb889nbv-vigshdmpru6>

Busch Gardens®



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BUSCH GARDENS WILLIAMSBURG (Continued)

125 words:

Busch Gardens® Williamsburg is a European-themed amusement park, celebrating 50 years of operation in 2025. The world's most beautiful theme park is home to world-class roller coasters, award-winning entertainment, and more than 50 rides and attractions. This year, riders will become the beast on The Big Bad Wolf: The Wolf's Revenge, an all-new family-friendly inverted roller coaster. Guests embark on an exhilarating adventure through the German countryside, experiencing over 2,500 feet of track traveling up to 40 miles per hour while bolting through the streets of an abandoned Bavarian village. Park guests enjoy seasonal events throughout the year, from the fan-favorite Food & Wine Festival to the spine-chilling Howl-O-Scream and over ten million lights on display during Christmas Town. For more information, visit [BuschGardens.com](https://buschgardens.com).

50 words:

Busch Gardens® Williamsburg is a European-themed amusement park, celebrating 50 years in 2025. The world's most beautiful theme park is home to world-class roller coasters, more than 50 rides and attractions, award-winning entertainment, and signature events throughout the year. For more information, visit [BuschGardens.com](https://buschgardens.com).

25 words:

Busch Gardens® Williamsburg is a European-themed amusement park, celebrating 50 years in 2025. Home to world-class roller coasters, award-winning entertainment, and signature events throughout the year. For more information, visit [BuschGardens.com](https://buschgardens.com).

IMAGES: <https://seaworldparks.box.com/s/bsgaan-8hhw2fq1vpfmk4zgcpk9cc5ho2>

VIDEOS: <https://youtu.be/jM2PmTOfe3g>



**Busch
Gardens®**



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DISCOVERY COVE ORLANDO

200 words:

Recently named a winner in Good Housekeeping's 2025 Family Travel Awards for the second consecutive year in a row, and the #1 theme park in Orlando by USA Today, Discovery Cove® is an all-inclusive day resort where guests can enjoy a one-of-a-kind opportunity to swim with dolphins, snorkel among thousands of tropical fish and rays, hand-feed hundreds of exotic birds, encounter playful otters and more. Relax and explore rocky lagoons surrounded by lush landscaping, colorful reefs, winding rivers and white, sandy beaches. Guests will experience the most exciting animal encounters the world has to offer in a breathtaking tropical atmosphere. Freshly prepared breakfast, lunch, plus endless snacks and beverages (including beer and wine for guests 21 and older) are included. Additional all-inclusive amenities include lockers, animal-safe sunscreen, towels, wetsuits, snorkel gear and free parking. Discovery Cove offers a flexible booking policy, which allows guests FREE cancellations and a 100% refund if guests need to cancel more than 30 days prior to their reservation date.

100 words:

Recently named a winner in Good Housekeeping's 2025 Family Travel Awards for the second consecutive year in a row, and the #1 theme park in Orlando by USA Today, Discovery Cove® in Orlando is an all-inclusive day resort where guests can enjoy a one-of-a-kind opportunity to swim with dolphins, snorkel among thousands of tropical fish and rays, hand-feed exotic birds, and encounter playful otters. Relax and explore rocky lagoons surrounded by lush landscaping, colorful reefs, winding rivers and white, sandy beaches. Freshly prepared meals, endless snacks and beverages, including beer and wine are included. Guests will experience the most exciting animal encounters the world has to offer in a breathtaking atmosphere.

75 words:

Recently named a winner in Good Housekeeping's 2025 Family Travel Awards for the second consecutive year in a row, and the #1 theme park in Orlando by USA Today, Discovery Cove® in Orlando is an all-inclusive day resort where guests can enjoy a one-of-a-kind opportunity to swim with dolphins, snorkel with thousands of tropical fish and rays, hand-feed exotic birds and unwind on pristine beaches. Freshly prepared meals and drinks (including beer and wine), plus swim gear are included during your day of discovery. Guests will experience the most exciting animal encounters the world has to offer in a breathtaking tropical atmosphere.

50 words:

Discovery Cove® in Orlando is an all-inclusive day resort where guests can enjoy a one-of-a-kind opportunity to swim with dolphins, snorkel with rays and tropical fish, and hand-feed exotic birds. Guests will experience the most exciting animal encounters the world has to offer in a breathtaking tropical atmosphere.

25 words:

Discovery Cove® in Orlando is an all-inclusive day resort where guests can enjoy a one-of-a-kind opportunity to swim with dolphins, snorkel with rays and tropical fish and hand-feed exotic birds.

IMAGES: <https://seaworldparks.box.com/s/f3t13ezjn59rpd27tcadm-ltdk6ty4wl>

VIDEOS: <https://www.youtube.com/playlist?list=PL3lJVO53t3dqQAqa-j1sqaWizGC7BC1lts>



DISCOVERY COVE®
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SEAWORLD ORLANDO

100 words:

SeaWorld Orlando is a world-marine life theme park and accredited zoo and aquarium that provides a captivating blend of entertainment, education, and conservation. With exhilarating rides, mesmerizing live shows, and interactive encounters with marine animals like dolphins, sharks, and penguins, it provides a unique and immersive experience for visitors of all ages. Guests can embark on thrilling roller coasters, enjoy live shows, and learn about marine life conservation efforts. From educational presentations to behind-the-scenes tours, SeaWorld Orlando aims to inspire a deeper appreciation for the wonders of the ocean and the importance of protecting marine ecosystems. It is a must-visit destination for those seeking adventure, entertainment, and a connection with the marine world.

75 words:

SeaWorld Orlando is a premier marine life theme park and accredited zoo and aquarium that provides thrilling entertainment and educational experiences. With captivating live shows, exhilarating rides, and interactive encounters with marine animals like dolphins, manatees, and penguins, it offers a unique blend of fun and conservation. Guests can embark on exciting roller coasters, enjoy live entertainment, and learn about marine life conservation efforts. SeaWorld Orlando provides an immersive experience that inspires visitors to appreciate and protect the wonders of the ocean.

50 words:

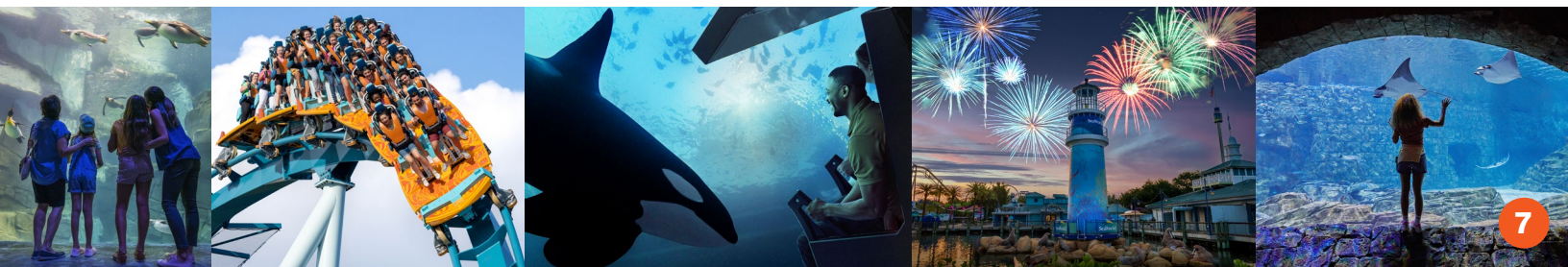
SeaWorld Orlando is a renowned marine life theme park where visitors can enjoy exhilarating rides, mesmerizing live shows, and interactive experiences with marine life. From thrilling roller coasters to up-close encounters with dolphins, penguins and more, it offers a captivating blend of entertainment, education, and conservation.

25 words:

SeaWorld Orlando is a leading marine life theme park offering thrilling rides, live shows, and up-close encounters with marine animals, captivating visitors with its aquatic wonders and entertainment.

IMAGES: <https://www.seaworldlibrary.com/c/hmf1nz4d?t=iy-selc27>

VIDEOS: <https://www.youtube.com/watch?v=vDDY2s5ccak>



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SEAWORLD SAN ANTONIO

100 words:

Get ready for non-stop thrills, memorable moments, and unforgettable fun at SeaWorld San Antonio! Spanning 250 acres of excitement, this one-of-a-kind park is packed with jaw-dropping rides like Tidal Surge, splashy fun on water rides like Catapult Falls, and up-close animal encounters that put you face-to-face with incredible marine life. From heart-pounding coasters to can't-miss seasonal events like Mardi Gras, Howl-O-Scream, and Christmas Celebration, there's always something new to discover. Whether you're a thrill-seeker, animal lover, or want to experience can't-miss events, SeaWorld delivers all the fun year-round. Dive in and experience the adventure that keeps guests coming back again and again!

AQUATICA

75 words:

Get ready for unforgettable fun at SeaWorld San Antonio! Spanning 250 acres, this one-of-a-kind park features jaw-dropping rides like Tidal Surge, splashy water rides like Catapult Falls, and up-close animal encounters with incredible marine life. From thrilling coasters to seasonal events like Mardi Gras, Howl-O-Scream, and Christmas Celebration, there's always something new to discover. Whether you're a thrill-seeker, animal lover, or want to experience can't-miss events, SeaWorld brings the excitement year-round. Dive in and make memories that last!

50 words:

Experience unforgettable fun at SeaWorld San Antonio! With 250 acres of thrilling rides like Tidal Surge, water rides like Catapult Falls, and incredible animal encounters, it's perfect for thrill-seekers, animal lovers, and event seekers alike. From coasters to celebrations like Mardi Gras and Howl-O-Scream, the excitement never stops. Dive in year-round

25 words:

Experience unforgettable fun at SeaWorld San Antonio, with 250 acres of thrilling rides, splashy adventures, animal encounters, and exciting events like Mardi Gras and Howl-O-Scream, year-round!

OVERVIEW: <https://seaworldparks.box.com/s/gmdndcny3q57z26mdnla4bvivxglkxgs>

SEAWORLD IMAGES: <https://seaworldparks.box.com/s/q9gbhqf1123i5dsfj0so3j30nfuqtne>

AQUATICA IMAGES: <https://seaworldparks.box.com/s/63cenxyjcy8agypofejjycx78d6nbdmj>



SeaWorld



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SEAWORLD SAN DIEGO

96 words:

SeaWorld® San Diego is one of the most popular marine life theme park and accredited zoo and aquarium in the world and a global leader in animal care, education, conservation, research, and rescue. Through up-close animal experiences, exhibits and presentations, like Orca Encounter and Dolphin Adventures, you'll be inspired to connect with and care for the natural world. Visit today and see Jewels of the Sea: A Jellyfish Experience, this exciting new attraction is the first of its kind at any SeaWorld park, offering guests a unique blend of unusual aquaria, diverse jelly species, and immersive media to create a truly one-of-a-kind experience never before encountered. The park provides award-winning marine-life and animal rescued themed rides including the ALL-NEW Arctic Rescue, the fastest and longest straddle coaster on the West Coast to thrill coasters including Emperor, California's tallest, longest, and fastest floorless dive coaster. Every visit to SeaWorld helps support the park's animal rescue efforts.



SeaWorld®

81 words:

SeaWorld® San Diego is one of the most popular marine life theme park and accredited zoo and aquarium in the world and a global leader in animal care, education, conservation, research, and rescue. Through up-close animal experiences, exhibits and presentations, like Orca Encounter and Dolphin Adventures, you'll be inspired to connect with and care for the natural world. Every visit to SeaWorld helps support the park's animal rescue efforts. You can also enjoy family-friendly rides to thrill coasters including Emperor, California's tallest, longest, and fastest floorless dive coaster.

51 words:

SeaWorld® San Diego is one of the most popular marine life theme park and accredited zoo and aquarium in the world and a global leader in animal care, education, conservation, research, and rescue. Through up-close animal experiences, exhibits and presentations, like Orca Encounter and Dolphin Adventures, you'll be inspired to connect with and care for the natural world.

26 words:

SeaWorld® San Diego is one of the most popular marine life theme park and accredited zoo and aquarium in the world and a global leader in animal care, education, conservation, research, and rescue.

IMAGES: <https://seaworldparks.app.box.com/s/kuegj4l-czmakt2salrz8rf8vratnhohj>

VIDEOS: <https://youtu.be/sLbV1kJQgig>



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SESAME PLACE PHILADELPHIA

188 words:

Sesame Place® Philadelphia is the only theme park on the East Coast based entirely on the award-winning show, Sesame Street®. It was the first theme park in the world to become a Certified Autism Center and was the first theme park in the United States to join the Hidden Disabilities Sunflower program. The park has more than 25 Sesame Street-themed attractions, entertaining character shows and parades, an interactive Sesame Street Neighborhood, and everyone's favorite furry friends. Sesame Place Philadelphia is celebrating its 45th Birthday this spring and summer with a park-wide birthday bash, featuring festive décor, the new Sesame Street Birthday Parade, and more. Celebrate family-friendly events all year long at Sesame Place including the Mardi Gras Celebration, Elmo's Eggstravaganza, Elmo's Springtacular, Sesame Summer Splash, The Count's Halloween Spooktacular, and A Very Furry Christmas. Conveniently located 30 minutes from Philadelphia and 90 minutes from NYC, Sesame Place is ideal for families with kids of all ages. For more information, visit www.SesamePlace.com/Philadelphia and follow the park on Facebook, Instagram, and TikTok.

93 words:

Sesame Place® Philadelphia, the only theme park on the East Coast based entirely on the award-winning show, Sesame Street®, was the first theme park in the world to become a Certified Autism Center. The park has more than 25 Sesame Street-themed attractions, entertaining character shows and parades, an interactive Sesame Street Neighborhood, and everyone's favorite furry friends. Conveniently located 30 minutes from Philadelphia and 90 minutes from NYC, Sesame Place is ideal for families with kids of all ages. For more information, visit www.SesamePlace.com/Philadelphia and follow the park on Facebook, Instagram, and TikTok.

IMAGES: <https://seaworldparks.box.com/s/13wggxrfanzf-0hhzh3nojd29sn7kl7i2>

IMAGES: <https://seaworldparks.box.com/s/9ywpeyo-j058xjdsf6rv6ek35mv9scnqa>

VIDEOS: <https://seaworldparks.app.box.com/s/bvkugima-21z9l0e1m6ds204nzyulcm63>



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SESAME PLACE SAN DIEGO

114 words:

Sesame Place® San Diego is the second theme park of its kind in the United States and the first on the West Coast based on Sesame Street. The park is ideal for families with kids of all ages and features 18 Sesame Street-themed rides and exciting water attractions, including a family-friendly rollercoaster and a 500,000-gallon wave pool – one of the largest in Southern California. The park also features an engaging musical play area, an interactive Sesame Street Neighborhood complete with the iconic 123 Stoop, daily live character shows, an award-winning parade, one-of-a-kind photo opportunities and of course, everyone's favorite furry friends.

135 words:

Sesame Place® San Diego is the only theme park on the West Coast based entirely on the award-winning show, Sesame Street®. Conveniently located just 20 minutes from San Diego and 2.5 hours from Los Angeles, this 17-acre theme park is perfect for families with kids of all ages and has been designated

as a Certified Autism Center. The new theme park features 18 Sesame Street-themed rides and exciting water attractions, a family-friendly rollercoaster and a 500,000-gallon wave pool – one of the largest in Southern California. The park also features an engaging musical play area, an interactive Sesame Street Neighborhood complete with the iconic 123 Stoop, daily live character shows, an award-winning parade, one-of-a-kind photo opportunities and of course, everyone's favorite furry friends.

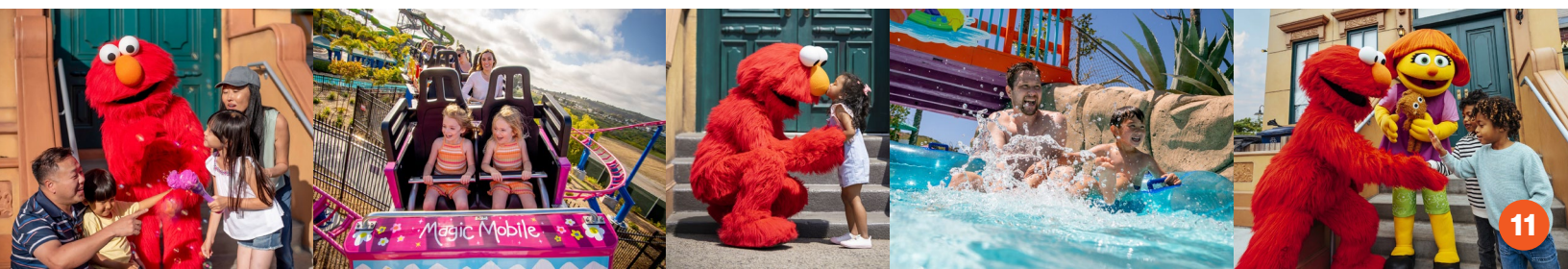
157 words:

Sesame Place® San Diego is the only theme park on the West Coast based entirely on the award-winning show, Sesame Street®. Conveniently located just 20 minutes from San Diego and 2.5 hours from Los Angeles, this 17-acre theme park is perfect for families with kids of all ages and has been designated as a Certified Autism Center. The new theme park features 18 Sesame Street-themed rides and exciting water attractions, a family-friendly rollercoaster and a 500,000-gallon wave pool – one

of the largest in Southern California. The park also features an engaging musical play area, an interactive Sesame Street Neighborhood complete with the iconic 123 Stoop, daily live character shows, an award-winning parade, one-of-a-kind photo opportunities and of course, everyone's favorite furry friends. Get ready to celebrate family-friendly events all year long at Sesame Place, including The Count's Halloween Spooktacular and A Very Furry Christmas.

IMAGES: <https://seaworldparks.box.com/s/5n1lh3m7h2rggho75kj72aaim-216bxfv>

VIDEOS: https://seabrands.widen.net/s/lvspkqtjpc/spc_park-scope-30sec-edit



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WATER COUNTRY USA

150 words:

Cool off at Water Country USA, Virginia's largest waterpark. Open seasonally from May through September, Water Country USA offers fun for the whole family. High Tide Harbor, an all-new multi-level water play structure will open this year. Designed for families to explore together, this exciting area features over 100 interactive water elements, including cannons, sprayers, and tipping fountains, ensuring endless fun for kids of all ages. With vibrant and dynamic water activities, High Tide Harbor promises to be the ultimate family-friendly destination for staying cool, joining kid-friendly attractions like Lil' Surfers Splash Pad and Rock 'n' Roll Island. Thrill-seekers can slide into excitement on adrenaline-pumping slides like Riptide Race and Aquazoid Amped. Stop by Surfer's Bay Wave Pool for an ocean of fun or step into Hubba Hubba Highway, the park's radical river adventure. There's something for everyone at Water Country USA. For more information, visit watercountryusa.com.

100 words:

Keeping cool during a summer packed with thrills is easy at Water Country USA®. Virginia's largest water park offers fun for the entire family with resort-style amenities and more than 40 state-of-the-art water rides and attractions. High Tide Harbor, an all-new multi-level water play structure will open this year. Designed for families to explore together, this exciting area features over 100 interactive water elements. Dash to the splash on Riptide Race, a side-by-side race through 520 feet of slide, experience a rush aboard Cutback Water Coaster, a revolutionary water ride and Virginia's first hybrid water coaster. There's something for everyone at Water Country USA. For more information, visit watercountryusa.com.

50 words:

Keeping cool during a summer packed with thrills is easy at Water Country USA®. Virginia's largest water park offers fun for the entire family with resort-style amenities and more than 40 state-of-the-art water rides and attractions.

With something for everyone, Water Country USA is hot destination for a cool summer. For more information, visit watercountryusa.com.

25 words:

Keeping cool during a summer packed with thrills is easy at Water Country USA®, Virginia's largest water park. For more information, visit watercountryusa.com.

IMAGES: <https://seaworldparks.box.com/s/mbcl6w6tucy9mq56ik-wepvisptwi8y5q>



UNITED PARKS & RESORTS



PARK LOGOS



ALL LOGOS: <https://seabrands.widen.net/s/jhft9pz7n/2025-united-parks--resorts-logos>