



FOR IMMEDIATE RELEASE

For more information, contact:
Shannon McCarthy, (952) 401-0125 ext. 2
smccarthy@leumpr.com

**KALAHARI RESORT TAKES ON AMERICA'S "VACATION DEFICIT" BY GIVING AWAY
\$75,000 WORTH OF VACATIONS TO DESERVING FAMILIES**

- Survey Says Americans Are Holding Off on Vacations Despite Attractive Deals -

WISCONSIN DELLS, Wis. (Sept. 14, 2009) – As families continue to cut back on vacations, Kalahari Resort is embarking on its Great Getaway Giveaway, rewarding \$75,000 in vacations to 100 deserving families.

According to a recent survey, Americans place a high value on getting away with family and friends, yet many have no plans to vacation this year due to their financial situations. And, many others are staying closer to home, creating a travel climate that has allowed regional destinations, such as Kalahari Resort, to flourish.

“Our guests have discovered that vacationing close to home is much more cost-effective and just as rewarding as popular fly-to destinations,” says Todd Nelson, president and owner of the family-owned Kalahari Resort which recently added an 110,000-square-foot Indoor Theme Park and plans to unveil an exciting new feature this holiday season. “We are fortunate enough to be in the position to offer deserving families a chance to take a vacation that they might have otherwise been able to take.”

Kalahari Resort has partnered with news stations across Wisconsin to collect entries for the Great Getaway Giveaway, which will reward 100 trips to deserving families, beginning in mid-September and running through mid-October. Partner stations include: WTMJ – NBC Milwaukee, WMTV – NBC Madison, WFRV – CBS Green Bay and WFXS – FOX Wausau. **Contest information will be featured on each station's website.**

-more-

Great Getaway Giveaway winners will receive overnight accommodations for two nights, admission to Wisconsin's largest indoor waterpark, passes to Kalahari's new 110,000-square-foot Indoor Theme Park as well as food and beverage vouchers for up to four guests. Kalahari Resort encourages travelers looking for an economical getaway to go to www.KalahariResorts.com and explore the "E-Deals" and "Great Deals" sections for packages that include value-added incentives such as meals, Indoor Theme Park passes, spa treatments and more.

###

About Kalahari Resort-Wisconsin Dells

Kalahari Resort in Wisconsin Dells is a "world-away" waterpark experience in the heart of the Midwest. Situated along I-90/94, the authentically African-themed Kalahari Resort greets Wisconsin Dells visitors with a sneak peek of its colorful web of award-winning outdoor and indoor waterpark slides, attractions, and activities. The resort is home to America's largest indoor waterpark, and offers more than one million gallons of water fun, 110,000-square-foot Indoor Theme Park, 742 guestrooms, 10 stand along five-bedroom suites, the full-service Spa Kalahari and Salon, a fully equipped fitness center, on-site restaurants including Kahunaville, unique retail shops, a 15-screen cinema and 100,000-square-foot convention center. Kalahari also features Trappers Turn, a 27-hole award-winning golf course. A second Kalahari Resort is located in Sandusky, Ohio. For reservation and guest information, call 1-877-KALAHARI (525-2427) or visit: www.KalahariResorts.com. To review Kalahari Resort's electronic press kit, go to www.kalahariresortsgobig.com