



FOR IMMEDIATE RELEASE: June 30, 2017

FOR INFORMATION: Tracy Fuller, Marketing Manager, (608) 254-1030 or tfuller@wildernessresort.com

Heidi Fendos, PR Counsel, (414) 778-0766 or heidi@fendospr.com

**Virtual Reality Opens at the Wilderness
Third Room Escape and new Timberland Playhouse
are also part of 2017 changes**

WISCONSIN DELLS, Wis. — Wilderness Resort management today unveiled a new CYvrSPACE Virtual Arena. The new attraction has the fastest tracking of any Virtual Reality game system ever produced. Motions are precisely mirrored in the virtual environment in under one 20 thousandth of a second, offering true zero latency and hyper accuracy to the point that first-time players are quick-stepping around the virtual environment within moments of entering the arena.

According to Joe Eck, general manager for Wilderness Resort, "We are very excited to have guests suit up with the most advanced wireless VR equipment on the planet, engineered to allow them to step inside the game. A lightweight, haptic tactical backpack, equipped with high power rumble engines, sends every gunshot and explosion thumping through guests like they are actually in the cyber world. They can dodge bullets like Neo and become the hero of their own story."

Chris Ebben, the resort's attractions director adds, "The best part of our new CYvrSPACE arena is that players don't have to be gamers with mad twitch controller skills. In CYvrSPACE, a participant's body is the controller so they are completely free to move, twist, duck and dodge at top speed, controlling all of their character's actions with one-for-one movements of their body just like in the real world. If a participant moves – their character moves. It's as simple as that."

The new CYvrSPACE Virtual Arena is a single player virtual reality experience with 50 levels of game progression, new enemies, bosses, and challenges that keep participants innovating right to the very end. There are also numerous weapon upgrades and power-ups throughout the game that keep things constantly evolving and fresh. The game requires participants to log in so if person returns to play again they can continue where they left off. The new attraction is located in the place previously occupied by Wild Buccaneer mini golf. The cost of CYvrSPACE experience is \$20, and the entire experience with training takes about 30 minutes. It is recommended for children ages 8 and up. Reservations are recommended, call 608.253.9729 ext 40812.

Earlier this year, the resort unveiled a third Room Escape for families with younger children, and it also replaced Timberland Playhouse with a new and improved Playhouse.

The new room escape, which opened March 18, is designed especially for families with younger children, ages 4-10, and is located at Wilderness on the Lake. It features a family-friendly, bright and colorful circus theme in tribute to the Ringling Bros., who founded 'The Greatest Show on Earth' in 1884 in nearby Baraboo. Unlike the Wilderness's other two room escapes, which are for teams of up to 12 people, this new room is smaller and accommodates groups of up to 6 people. The challenge is to find the key needed to locate the missing circus acts and start the Big Top Performance in 30 minutes or less. Children are encouraged to do most of the investigating while parents help with putting the deciphered riddles and clues into the final order to solve the puzzle.

The new Timberland Playhouse, which opened May 27, features four stories of fun with six slides, swings, tunnels, an arched bridge and 39 climbs and crawls to satisfy the energy and imagination of guests 12 and under. It also has a separate gated area specifically designed for those four years of age and younger.

The Wilderness Resort consists of over 600 wooded acres in Wisconsin Dells and is home to Wilderness Hotel & Golf Resort, which features 444 guest rooms, 40 Vacation Villas, 76 Frontier Condominiums and 35 cabins. It is also home to Wilderness on the Lake which features 108 luxurious two and three bedroom condominium units overlooking Lake Delton; and Glacier Canyon Lodge, which features 460 upscale condominium units.

Combined, these three properties offer four indoor and four outdoor waterparks that total nearly 500,000 square feet – that's over 12 football fields of extreme water fun! The

Resort is also home to Wild Rock Golf Club; The Woods 9-Hole Executive Course; Dodge 'Em City; the OK Corral Lazer Tag Arena; Marshall Training Lazer Maze; The Wild Abyss 3-D black light mini golf course; bumper boats; indoor and outdoor go-karts and kiddy-karts; zip lining; Northern Lights Sky Ropes Course; and outdoor Jurassic mini golf.

For more information on the resort or for reservations, visit their web site at www.wildernessresort.com or call 1-800-867-WILD (9453).

#