

FOR IMMEDIATE RELEASE: April 8, 2021 FOR INFORMATION: Heidi Fendos, PR Counsel, (414) 403-0744 or heidi@fendospr.com Lili McGovern, Marketing Manager, (608) 253-9729 Ext. 40421 or Imcgovern@wildernessresort.com

<u>New Ice Age: No Time For Nuts – The Ride</u> <u>Now Playing at Take Flight Theater</u>

WISCONSIN DELLS, Wis. — Wilderness Resort officials announced today that their NEW Take Flight Theater, with its enormous 65-foot by 45-foot screen, is showing *Ice Age: No Time For Nuts – The Ride*, a mammoth new Ice Age theatrical experience.

The film is an eye-popping adventure follows the beloved pre-historic squirrel Scrat on an epic odyssey in time-travel. From the Colosseum of Ancient Rome to the disco dance floor, Scrat survives everything from Excalibur to the Titanic as he chases after his beloved acorn that's been accidentally lost in time.

This fully immersive, high energy 9-minute show was custom created by Blue Sky Studios, Fox Animation and 20th Century Fox Consumer Products in partnership with SimEx-Iwerks Entertainment. Featuring exclusive brand new footage, *Ice Age: No Time For Nuts – The Ride* is presented in high-definition combined with in-theater special effects to further engage the audience.

According to Chris Ebben, the resort's Director of Attractions, "We are thrilled to bring this new *Ice* Age experience to our guests! The high action storyline engages all the senses with amazing scenes that maximize our in-theater special effects. The *Ice* Age characters are well known and appeal to our audience – families visiting the Wilderness and the public are certain to enjoy this show."

Ice Age: No Time For Nuts – The Ride will be rotating showings daily with the resort's Flying Wild film, which offers stunning aerial footage that is sure to leave you in awe. The cinematic ride takes participants "soaring" over famous national landmarks and America's breathtaking national parks. You'll feel the

wind in your hair as you take in some of the stunning natural beauty and most iconic locations the nation has to offer.

The Take Flight Theater has 60 motion based seats* over three stories. Once participants are buckled into their seats, the doors to the theater swiftly rise and the seats surge forward, leaving guests' feet dangling as they stare at an enormous domed movie screen. Artificial scents, wind and mist add to the sensation of flying. *Please note, seating may be limited due to social distancing requirements as a result of COVID-19 precautions. Masks are also required.

Take Flight Theater is open daily at 9 am. Tickets cost \$17.99 for a single showing of either film. A special double feature ticket for both films can be purchased for just \$25.98.

Wilderness guests will also receive a \$5 discount on admission tickets. Military members and veterans can fly for \$13.99 for a single showing of either film. Participants must be 32" to ride with a chaperone, 42" to ride alone. The maximum weight allowance is 300 lbs.

For more information or to purchase tickets visit: <u>https://takeflightwilderness.com/</u>. Take Flight Theater is located off of the New Frontier lobby.

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 Glacier Canyon Conference Center; Sundara Spa; Wild Rock Golf Club; The Woods 9-Hole Golf Course; three massive prize arcades; Timberland Play Park; three Clip 'N Climb Challenge Walls; The Wild Abyss indoor 3-D black light mini golf; bumper boats; indoor and outdoor go-karts and kiddy-karts; zip line tour; Northern Lights Sky Ropes Course; three Room Escapes by DOA; and outdoor Jurassic mini golf. Dining options include Field's at the Wilderness; Sarento's; Survivors; Thirsty Buffalo and several other quick service options.

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