



FOR IMMEDIATE RELEASE

**Media Contact:**

Samantha Colla

Jacobson Rost

312.274.3353

[scolla@jacobsonrost.com](mailto:scolla@jacobsonrost.com)

**KALAHARI RESORTS AND CONVENTIONS IS REINSTATING  
FAMILY TIME IN THE POCONO MOUNTAINS THIS SUMMER**

***The 'World's Coolest Indoor Water Parks' Are Seeking 'Founding  
Families' for Resort Opening July 1***

**Pocono Mountains, Penn.** — (May 28, 2015) — The demands of modern life and overbooked schedules are taking a toll on family time. On average, families are spending fewer than eight hours per week with one another. [Kalahari Resorts and Conventions](#) was created for families by the Nelson family — and they are on a mission to remove family time from the Endangered List — beginning with the opening of their grandest resort to date in the Pocono Mountains, Pennsylvania, on July 1, 2015.

[Now taking reservations](#), the recently named World's Coolest Indoor Water Parks ([Condé Nast Traveler, 2014](#)) will be home to: Pennsylvania's largest indoor waterpark, an outdoor waterpark with a huge outdoor pool, sundeck for relaxing, indoor/outdoor whirlpools and a swim-up bar, a 30,000 sq. ft. family entertainment center including bowling, laser tag, arcade games and more, three signature dining experiences, a 100,000 sq. ft. convention center and more when the resort opens on July 1.

"Kalahari Resorts and Conventions in the Pocono Mountains is the perfect place to create family memories that will last a lifetime," says Travis Nelson, Kalahari Resorts spokesperson. "We are passionate about creating an unforgettable experience for families — and our new resort is unparalleled to any destination on the East Coast."

Kalahari Resorts and Conventions in the Pocono Mountains is scheduled to open July 1, 2015, and those that stop by the Founding Families tour event sites will receive an exclusive opportunity to extend their family time during their first stay at the resort.

**Founding Families Tour — Summer 2015**

For the second summer in a row, Kalahari is hitting the road to rally support to remove family time off the endangered list. At each of the locations below, Kalahari will be sharing the spirit of Africa and the new resort through giveaways, street teams, videos and photos, a chance to enter to win an overnight night stay at the new resort and more.

The Founding Families tour will be stopping in the following locations in support of the Poconos property opening July 1:

- Friday, June 5 — The Shops at Columbus Circle (Manhattan, NY)
- Saturday, June 6 — Celebrate Brooklyn (Brooklyn, NY)
- Thursday, June 11 — Friday, June 12 — Park City Center (Lancaster, PA)
- Friday, June 19 — King of Prussia (Philadelphia, PA)
- Saturday, June 20 — Franklin Square (Philadelphia, PA)
- Friday, July 10 — Harrisburg Senators Fireworks Night (Harrisburg, PA)
- Saturday, July 18 — Asbury Park Blues & Brews Festival (Asbury Park, NJ)
- Saturday, July 25 — Trenton Thunder Fireworks Night (Trenton, NJ)

### **Experience Africa in the Pocono Mountains**

The Nelson family recently returned from a 23-day trip to Africa, where they sourced authentic items and experiences that will be directly translated into the new resort.

Recently, Phase II of the project broke ground, which will expand the waterpark to be the largest in the country (a true 200,000 sq. ft.), double the amount of guest rooms, expand the outdoor waterpark and more when the phase is completed in approximately a year and a half.

Kalahari Resorts and Conventions in the Pocono Mountains is now taking reservations at [www.KalahariResorts.com/PA](http://www.KalahariResorts.com/PA). For more information on the Nelson family, their trip to Africa and Kalahari Resorts, please visit [www.KalahariMedia.com](http://www.KalahariMedia.com).

### **About Kalahari Resorts**

Kalahari Resorts in Wisconsin Dells, Wisconsin, Sandusky, Ohio, and opening July 1, 2015, in the Pocono Mountains, Pennsylvania, deliver a “world-away” waterpark resort and conference experience beyond expectations. The authentically African-themed Kalahari Resorts, privately owned by the Nelson family, are home to America’s largest indoor waterparks. All Kalahari Resorts feature well-appointed guest rooms, full-service Spa Kalahari, a fully equipped fitness center, on-site restaurants, unique retail shops and a state-of-the-art conference center. Kalahari Resorts and Convention Centers frequently receives awards and accolades for our guest and convention services. Recent recognition includes: Condé Nast Traveler’s #1 World’s Coolest Indoor Water Parks, TripAdvisor’s 2014 Travelers’ Choice Awards, Silver Star recognition for Best Family-Friendly Meeting Hotel and Resort in Smart Meeting’s 2014 Smart Stars Awards, Clean the World’s Top 50 Hot Properties in 2013, January 2015 OpenTable’s Diners’ Choice Award for Double Cut Grill’s signature dining experience for the second consecutive year, the Daily Herald’s 2014 Reader’s Choice Awards for Best Indoor Waterpark, selection as one of the nation’s Top Family Resorts by Family Fun magazine for 2013, being named the Best Conference Center in the state by the Wisconsin Hotel and Lodging Association, and selection as the Corporate Meeting Destination of the Year by Cleveland Business Connects magazine. For reservation and guest information, call 1-877-KALAHARI (525-2427) or visit: [KalahariResorts.com](http://KalahariResorts.com).

###