



**Kalahari Resorts & Conventions and Nelson Family Life Foundation Announce  
Fulfillment of \$1M Donation to Central Texas Community**

*Donation reaffirms foundation and resorts' commitment to supporting local initiatives,  
including children's health, education, economic development and community wellness*

**FOR IMMEDIATE RELEASE**

**Round Rock, Texas (December 2, 2024)** – This Giving Tuesday, Kalahari Resorts & Conventions in partnership with Nelson Family Life Foundation Inc. is proud to announce the fulfillment of its \$1 million commitment to the central Texas community. The donation is made just four years after the initial goal was set when Kalahari's Round Rock resort opened in 2020.

Established in 2014, Nelson Family Life Foundation, formed by Kalahari Resorts & Conventions founders Todd and Shari Nelson and their kids Todd Jr, Travis, Natasha, Alissa and Ashley, has committed itself to improving the lives of individuals in the communities it serves and placed a grander focus on providing sustainable, clean and safe drinking water to 1 million people in Africa.

The \$1 million gift to the Texas community has been distributed to various local and statewide organizations dedicated to improving the lives of individuals and families across central Texas. Areas of focus include supporting children's health, enhancing education, promoting economic development, and providing community wellness. By providing assistance to these organizations, the Nelson Family Life Foundation Inc. and Kalahari Resorts & Conventions have made a meaningful impact on the lives of those in Texas who need it most.

“This donation is our way of giving back to central Texas, a community that has supported us since opening our doors in 2020,” said Todd Nelson, CEO, founder, and owner of Kalahari Resorts. “By investing in local initiatives, we contribute to the region's growth,

support local families, and create lasting positive change. Together, we're helping build a brighter future for Texas."

This is just one example of the Nelson Family Life Foundation's ongoing efforts to give back to the communities it serves. With existing locations in the Wisconsin Dells, Wis.; Sandusky, Ohio; Pocono Mountains, Pa. and a fifth property opening in Spotsylvania County, Va. in 2026, Kalahari Resorts & Conventions recognizes that local organizations play a critical role in creating lasting social, economic and cultural impact. Since the foundation's inception in 2014, the company has donated to countless national and international organizations to create opportunities that improve the lives of those less fortunate, those who strive to be better, and caring individuals who share the Nelson family's passion and dedication to making the world a better place.

"As a family-friendly waterpark resort, we're in the business of creating memorable experiences for our guests, but we also recognize that our responsibility extends far beyond the walls of our property," said Ashely Mucek, Executive Director of the Nelson Family Life Foundation. "It's about making sure the communities that welcome us are strong, resilient, and feel supported in their efforts to provide opportunities for all. This donation and the work we do with the Nelson Family Life Foundation reflects that commitment."

For more information on Kalahari Resorts & Conventions and the Nelson Family Life Foundation, visit [www.kalahariresorts.com](http://www.kalahariresorts.com) or [www.nelsonfamilylifefoundation.org](http://www.nelsonfamilylifefoundation.org).

**Contact:** Alison Hoesli, Morning Walk

**Phone:** (847) 840-3525

**Email:** [ahoesli@morningwalkusa.com](mailto:ahoesli@morningwalkusa.com)

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### **About Kalahari Resorts and Conventions**

Kalahari Resorts and Conventions in Wisconsin Dells, Wisconsin, Sandusky, Ohio, the Pocono Mountains, Pennsylvania, Round Rock, Texas, and opening soon in Spotsylvania County, Virginia, deliver a beyond-expectations waterpark resort and conference experience all under one roof. The African-inspired Kalahari Resorts, privately owned by the Nelson family, are home to America's Largest Indoor Waterparks. Todd and Shari Nelson, the founders of Kalahari Resorts, were honored with an induction into the Wisconsin Business Hall of Fame in 2023. All Kalahari Resorts feature well-appointed guest rooms and suites, the full-service Spa Kalahari, a fun-filled family entertainment center, on-site signature restaurants, unique retail shops and a state-of-the-art convention center. For more information, members of the media are encouraged to visit [kalaharimedia.com](http://kalaharimedia.com).