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## **LAKE GENEVA RESORT ANNOUNCES** **GRAND SUMMER ESCAPADES FOR KIDS**

*Grand Geneva Resort & Spa and Timber Ridge Lodge Invite Families to Build Grand Memories This Summer*

(LAKE GENEVA, WI; July 14, 2011)—This summer, [Timber Ridge Lodge & Waterpark](#) and the AAA Four Diamond [Grand Geneva Resort & Spa](#) are excited to offer an array of activities and events designed to keep kids happy throughout the summer months. Adults can unwind and discover the resort's facilities while children enjoy the [New Junior Escapades program](#), a range of stimulating activities designed for children. The Junior Escapades program provides a junior passport that allows kids to earn stamps for each activity they take part in, including hip-hop and Zumba dance classes, horseback riding, mommy & me yoga, rock wall climbing competitions, cooking classes, and more. With each stamp they collect, they'll come closer to earning a prize. All Junior Escapades activities are coordinated in conjunction with the [Kids are Grand program](#) for kids ages 4-17 and in-room childcare service is available for children under age 4.

**The Kids are Grand** center is located on the lower level of the WELL Spa + Fitness Center and fees for the Junior Escapades program range from \$10 - \$50 for each activity. The program runs every Monday through Sunday, with activities occurring between 10 a.m. to 8 p.m. Reservations for both programs must be made at least 24-hours in advance by calling 800.246.5468.

## **Grand Family Package**

To celebrate the new Junior Escapades program during the balmy summer, the Grand Geneva is pleased to announce **the new Grand Family package**. Kids can enjoy a junior escapade of their choice ranging from scavenger hunts or tennis matches to horseback riding and junior chef competitions. Parents can join in on the fun or also enjoy a discount on spa services or golfing while the kids are entertained!

Designed specifically with family travelers in mind, the Grand Family package includes:

- One night stay in a deluxe guest room
- 4 waterpark passes
- 2 Junior Escapades
- Plus enjoy a 20% discount on full price spa services and golf rounds

The **Grand Family package** is valid only for one-night stays from now until September 30, 2011, with rates starting at \$249. The package is subject to availability and is not applicable toward group bookings. All rates are exclusive of tax and nightly resort fee. Cancellations must be made 72 hours prior to arrival to avoid penalty equal to a one-night stay plus tax.

Additionally, guests visiting the resort in August are invited to take part in unique LEGO brick-building experiences with internationally renowned, LEGO Certified Professional Adam Reed Tucker, known for his artistic interpretations of architectural landmarks around the world. One of only 12 LEGO Certified Professionals worldwide, Tucker will host interactive LEGO brick-building activities on August 14-15. Timber Ridge Lodge has crafted special packages to showcase this event, including:

### **Building Creativity with LEGO Bricks**

Timber Ridge Lodge will offer the **Building Creativity with LEGO Bricks** package with special experiences available for one- night stays throughout the summer.

The Building Creativity with LEGO Bricks Package includes:

- Overnight suite accommodations
- Four waterpark passes
- Ice cream social and photo opportunity with the life-sized Bruce the Moose Lego Brick creation
- "Create and Take" Build Session, complete with LEGO Brick set
- Souvenir Timber Ridge picture frame with photo from ice cream social

The Building Creativity with LEGO Bricks package is valid only for one-night stays from now until October 28, 2011, with rates for a one-bedroom suite starting at \$219. Rates for a two-bedroom suite start at \$319 and include six passes to Moose Mountain Falls Waterpark. The "Create and Take" Build sessions are open to children 5 years of age and older; pre-registration is required. All rates are exclusive of tax and nightly resort fee. Cancellations must be made 72 hours prior to arrival to avoid penalty equal to a one-night stay plus tax.

All guests who book the Building Creativity with LEGO Brick package during August 14-15 will have full access to a special morning session with Adam Reed Tucker at no extra charge. This includes interactive seminars on Artitecture™, hands-on building sessions, as well as Q&A and autograph opportunities.

### **Waterpark and LEGO Brick Day Experience**

As an additional incentive for this special event with LEGO Certified professional Adam Reed Tucker, Timber Ridge Lodge is offering an opportunity to get creative with Adam Reed Tucker to visitors hoping to enjoy the 50,000 square foot indoor-outdoor waterpark for the day. The **LEGO Brick Experience** can be added on to a special day-only package for \$40 per child. Guests staying at Timber Ridge Lodge on Sunday, August 14, can also add on the LEGO Brick Experience. Rates for Timber Ridge Lodge start at \$149 per night, and interested participants can call 866.636.4502 to reserve this experience.

For more information, or to reserve accommodations at Timber Ridge Lodge or Grand Geneva Resort & Spa this summer, please visit [www.GrandGeneva.com](http://www.GrandGeneva.com) or [www.TimberRidgeResort.com](http://www.TimberRidgeResort.com).

### **About Adam Reed Tucker**

One of only 12 LEGO Certified Professionals in the world, Adam Reed Tucker holds a Professional Degree in Architecture with an emphasis on the Philosophy of Design Theory from Kansas State University. While working as an architect in the Kansas City and Chicago regions, he came across a book entitled "The World of LEGO® Toys" by Henry Wiencek, and was so inspired by Wiencek's adaptation of architectural possibilities using the LEGO Bricks as a medium that he set out to explore this idea further. In 2006, he founded Chicago's first LEGO fan convention called BrickWorld, and in 2007, Adam's company BrickStructures formally joined forces with The LEGO Group to create a new line of LEGO Architecture products. As a LEGO Certified Professional, Adam focuses specifically on the design and construction of skyscrapers and other architectural structures, reaching out to the public via events and school programs. To learn more about Tucker and view his famous creations, visit [www.brickstructures.com](http://www.brickstructures.com).

### **About Timber Ridge Lodge & Waterpark**

The family-friendly Timber Ridge Lodge & Waterpark is located in the legendary southeastern Wisconsin community of Lake Geneva, just 90 minutes from Chicago and 50 minutes from Milwaukee. The property offers a collection of 225 expansive one- and two-bedroom suites that are equipped with whirlpool baths, private balconies and spacious living rooms. Full kitchenettes, which boast full-sized refrigerators, stove-top burners, dishwashers and double sinks, provide complete comfort for families. The lodge also offers its signature 50,000-square-foot indoor-outdoor aquatic wonderland, Moose Mountain Falls – the area's only Waterpark – as well as a 3,600-square-foot arcade, 3,500-square-foot ballroom, and a family barbeque restaurant.

Timber Ridge is an extension of the AAA Four Diamond Grand Geneva Resort & Spa, which offers 355 newly renovated guest rooms and suites. Guests at Timber Ridge have access to the Grand Geneva's wealth of amenities and services, which include the WELL Spa + Salon; two championship 18-hole golf courses; The Mountain Top, a three-chair/18-run ski and snowboard facility; 62,000 square feet of meeting and convention space; three restaurants; and a 4,100-square-foot executive airport. Grand Geneva is a wholly owned subsidiary of the Marcus Corporation (NYSE: MCS). For more information or reservations, call toll free (866) 636-4502 or visit [www.grandgeneva.com](http://www.grandgeneva.com).

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**FOR MORE INFORMATION, PLEASE CONTACT  
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