

Media Contact:

Lynsey Winters

Communications Director

(847) 715-6990

Lynsey.Winters@PalaceEntertainment.com



Adventureland Resort Introduces NEW Events Ahead of 2025 Season

The Home of Iowa's Best Thrills Will Debut Three All-New Events This Summer Season as it Kicks Off the Park's Most Eventful Season Yet

ALTOONA, Iowa [March 19, 2025] – Come on over to [Adventureland Resort](#) this summer as Iowa's Favorite Theme Park celebrates 51 seasons with a full summer of new entertainment and events. In addition to the already announced, Hyperlight Water Slide experience, the park is adding even more newness for 2025 as it introduces three new events slated to roll out this summer.

Every Friday in June, Iowans are encouraged to wear their stretchy pants and meet at the park's newly re-imagined *Oink's* restaurant for the first annual **Bacon & Brews** event. Highlighted by live music and good eats, the festival will begin on Friday, June 6 at 4pm and will run every Friday during the month through June 27. Hungry visitors can expect to chow down on dishes made from Berkwood Pork while also enjoying local suds with their best buds. Local bands will also perform throughout the event, with a full lineup of performers to be released at a later date.

Then, on Sunday, June 15, it's all about the dads as the park hosts its inaugural **Father's Day Flop** at Adventure Bay. Guests will have a chance to compete for the red belly badge of honor during this dad-centric belly flop contest. The big flop will be judged by officials from Adventureland. The top dad will receive a \$100 gift card to Prairie Meadows with second place receiving \$75 and third place \$50. The big flop will begin at Noon at Adventure Bay.

It's a *grr-ific* month at Adventureland this August as the park collaborates with Fred Rogers Productions to introduce its first-ever **Neighbor Days** event series. Each weekend, families will be delighted by meet and greets with characters from some of their favorite PBS KIDS shows. Visitors can expect to meet characters from hit Fred Rogers Productions series including *Daniel Tiger's Neighborhood*, *Donkey Hodie*, and *Alma's Way* on a rotating basis each week throughout the month.

The summer festivities continue in August as drones light up the night sky above the park on Friday, August 15, Saturday, August 16 and Sunday, August 17 launching shortly after 9 p.m. The massive 3D drone show will incorporate 300 drones and will include iconic park images representing the Home of Iowa's Best Thrills as Iowa's largest drone show takes the skies.

"This off-season, we came up with even more ways to offer our guests unique experience when they visit Adventureland" General Manager Mike Lusky said. "We believe that our all-new lineup of events, in addition to our already popular Oktoberfest and Phantom Fall Fest, provides a little something for everyone from families to young adults and we're looking forward to announcing even more events for families to enjoy throughout the summer."

Adventureland Resort will open for the season on Saturday, May 17 at 10 a.m. New for 2025, the park will introduce **Hyperlight**. The new water slide exercise joining the Adventure Bay lineup of attractions electrifies the park's *Typhoon* water slide, adding vivid lights, dynamic sounds and new thrills. Complete with iSlide technology, Hyperlight will include out of this world color changing lights and lasers and dynamic surround sound that will transform the water slide into an all-new full sensory experience.

Adventureland will close out its full season of events with the return of **Oktoberfest** on Saturday, September 13. This 21-plus event offers exhilarating rides, live music, delicious food and, of course, plenty of beer from 11 a.m. until 9 p.m. Then, the park's fourth annual **Phantom Fall Fest** lurks out of the shadows select days from Saturday, September 20 through Sunday, October 26. *Iowa's Largest Halloween Event* offers family-friendly fun during the day, then at 6 p.m. the fear kicks into gear as the phantom and a gruesome cast of characters take screams to the extreme.

To celebrate its new lineup of events and the all-new Hyperlight, Adventureland Resort is currently offering up to \$50 off during its Spring Season Pass Sale. Select passes offer a variety of perks like free parking, free friend tickets, discounts on food and retail and more.

To learn more about upcoming events, Hyperlight and to purchase a Season Passes, visit [AdventurelandResort.com](#).

###



Media Contact:

Lynsey Winters

Communications Director

(847) 715-6990

Lynsey.Winters@PalaceEntertainment.com

About Adventureland Resort:

Adventureland Resort is the Home of Iowa's Best Thrills. Opening in 1974 and growing into a major Midwest destination including a theme park, Adventure Bay water park, the Adventureland Campground lodging property, and the Spectators Sports Bar and Grill full-service restaurant, Adventureland Resort has entertained millions of guests during 50 years of fun.