



## **TEAM USA AND GREAT WOLF RESORTS TEAM UP FOR TWO-YEAR PARTNERSHIP**

*Family of indoor waterpark resorts to be the official sponsor of Team USA, the national cheerleading team of the United States.*

**Memphis, Tenn. (September 2010)** – Team USA, the national cheerleading team for the United States, has announced that Great Wolf Resorts® will be their official team sponsor as part of a two year partnership.

Team USA is made up of athletes from all over the country, and represents the United States at the annual International Cheer Union World (ICU) Championships. The ICU World Championship showcases the top cheerleaders from every member nation. Team USA has captured a combined 12 gold and silver medals from the past two championships.

Great Wolf Resorts offers a unique and dynamic experience at their eleven Great Wolf Lodge® locations in North America. Their properties attract millions of visitors each year to their resorts, which feature waterparks, video arcades, spas and other amenities. The Grapevine, Texas location will be the host hotel for the 2011 Team USA cheerleaders and dancers.

“We’re thrilled that Great Wolf Resorts has signed on as a Team USA sponsor,” says Bill Seely, Executive Director of USA Cheer, the governing body of cheerleading in the United States “Our athletes will be housed and fed in first class accommodations as they train to compete at the international level against teams from more than 90 member nations at the ICUs World Championships in 2011.”

“We felt this was a natural fit for us at Great Wolf Resorts,” says Julie Stokes, Senior Vice President of Sales for the company. “We’re excited to be affiliated with such a vibrant, dynamic and wholesome organization. Team USA embodies much of the qualities we admire so much—hard working, energetic role models that the younger generation can look up to. We look forward to two years of strong partnership.”

For more information about Team USA and USA Cheer, visit [www.usacheer.net](http://www.usacheer.net). For more information about Great Wolf Resorts, visit [www.greatwolf.com](http://www.greatwolf.com)

## **About USA Cheer**

The USA Federation for Sport Cheering is a not-for profit organization and is the national governing body for all disciplines of cheerleading. USA Cheer exists to serve the entire cheer community, including club cheering (All Star), traditional school based cheer programs and the new sport of "Stunt." USA Cheer has three primary objectives: help grow and develop interest and participation in Cheer throughout the United States; promote safety and safety education for cheer in the United States; and represent the United States of America in international cheer competitions.

## **About Great Wolf Resorts, Inc.**

Great Wolf Resorts, Inc.<sup>®</sup> (NASDAQ: WOLF), Madison, Wis., is North America's largest family of indoor waterpark resorts, and, through its subsidiaries and affiliates, owns and operates its family resorts under the Great Wolf Lodge<sup>®</sup> and Blue Harbor Resort<sup>™</sup> brands. Great Wolf Resorts is a fully integrated resort company with Great Wolf Lodge locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; the Pocono Mountains, Pa.; Niagara Falls, Ontario; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash.; and Concord, N.C.; and Blue Harbor Resort & Conference Center in Sheboygan, Wis. Through Great Wolf Resorts' environmental sustainability program, Project Green Wolf<sup>™</sup>, the company is the first and only national hotel chain to have all US properties Green Seal<sup>™</sup> Certified – Silver.

The company's resorts are family-oriented destination facilities that generally feature 300 – 600 rooms and a large indoor entertainment area measuring 40,000 – 100,000 square feet. The all-suite properties offer a variety of room styles, arcade/game rooms, fitness rooms, themed restaurants, spas, supervised children's activities and other amenities. Additional information may be found on the company's Web site at [www.greatwolf.com](http://www.greatwolf.com).