



13506 Summerport Village Parkway #810
Windermere, FL 34768

407-938-9336 (V)
866-594-7824 (F)

FOR IMMEDIATE RELEASE

TO: MEDIA OUTLETS
FROM: INNOVATIVE ATTRACTION MANAGEMENT, LLC
SUBJECT: IAM STARGUARD ELITE RISK PREVENTION PROGRAM & IAM AQUATIC OPERATIONS MANAGEMENT
DATE: 1/14/2016
CONTACT: MIKE FRISCIA, 407-956-9563, MIKE.FRISCIA@I-AMLLC.COM

For Immediate Release, Windermere Florida: *IAM StarGuard ELITE* is proud to announce that Cowabunga Bay, Nevada has joined our portfolio of Risk Prevention Clients! IAM has grown leaps and bounds over the past two years investing in technology and new curriculum integrations into the industry leading SAI lifeguard text and training programs. The IAM lifeguard portal is a prime example of this development and a key piece of technology bringing lifeguarding into the digital age. The portal is a living program that continues to be updated as we encourage our clients to provide us continual feedback on how to improve their facilities efficiency and operational safety. Michael Oostman, one of the Managing Partners for IAM noted “*IAM StarGuard ELITE* is honored to be able to partner with Cowabunga Bay to ensure a safe aquatic experience for their guests. The *IAM StarGuard ELITE* program will provide unprecedented strength and experience to Cowabunga Bay and the aquatic industry as a whole”.

Additionally, as the only true provider of a comprehensive menu of offerings, our management division, *Innovative Attraction Management* will take on the role of turn-key manager for the Cowabunga Bay Aquatics Department. IAM will provide a seamless process for park leadership utilizing our over 100+ years of operational experience managing the Aquatics operation. This includes departmental leadership, Lifeguards, Slide Dispatchers, Supervisors and EMT staff. “We are thrilled to be able to provide our industry changing, innovative approach to a great facility like Cowabunga Bay” explained Mike Friscia, President of IAM. “We have the experience, ability and frankly the foresight to provide the multitude of services that our Clients are requesting”.





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About IAM StarGuard ELITE: *IAM StarGuard ELITE* is a Florida based company made up exclusively of Executives from two organizations, Innovative Attraction Management, LLC and Starfish Aquatics Institute. *IAM StarGuard ELITE* incorporates all the benefits of the very successful strategic partnership between IAM Elite Aquatic Risk Prevention and SAI's StarGuard program pushing the overall portfolio of clients for *IAM StarGuard ELITE* to 70+ Water Park and large public / private facility organizations both domestically and internationally training over 10,000 lifeguards and slide operators worldwide. www.i-amllc.com

About Innovative Attraction Management, LLC:

Innovative Attraction Management based in central Florida was formed to provide Operations, Management, Consulting, and Risk Prevention expertise to the Amusement Industry. The leadership group for IAM has been part of the Amusement Industry for over 100 combined years, working with and for many iconic benchmark companies. We are a Client Centric organization and the only true provider of a comprehensive menu of services to meet the needs of our Clients. www.i-amllc.com

About SAI: SAI is a global aquatic safety and training organization providing programs in lifeguarding, swim instruction, pool operation, emergency care, safety training and risk management. www.starfishaquatics.org

About Cowabunga Bay, Nevada:

Cowabunga Bay, a 1950's beach themed waterpark located in Henderson, NV is one of Las Vegas' newest family attractions. The giant park spans 25 acres and includes over 20 water slides and family attractions. Opened July 4, 2014 the park employs 400 seasonal employees and entertains over 250,000 guests. Cowabunga Bay is owned by Huish Entertainment group which also operates parks in Salt Lake City, UT, Seattle & Edmonds, WA and Portland OR. www.cowabungabay.com

