

FOR IMMEDIATE RELEASE

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COCO KEY TURNS 'ADULTS ONLY' DURING SPECIAL EVENT ON LABOR DAY WEEKEND

-- Waterpark to open late for adults 21 and over. --

KANSAS CITY, MO (August 15, 2016) - While most water attractions are closing their doors for Fall, CoCo Key Water Resort is heating up by hosting an Adults only after-hours party on Saturday, September 3rd.

CoCo Key is open year-round with attractions that usually cater to children from 2 to 12. But on September 3rd, the doors will open for adults only and a children's waterpark will turn into literally the 'hottest' pool party.

"We will bring in a live DJ, create special lighting, and make the sure bar is well stocked," said Jeff Hirst, Director of Sales and Marketing. "It's an experience that you can't get anywhere else."

"It's all about the guest experience. Guests staying with us due to our proximity to Kauffman stadium will have an opportunity to participate in something truly unique," said Jason Milbradt, General Manager. "The Adam's Mark Hotel and CoCo Key Water Resort are now independent of franchise restrictions that may have prevented such an endeavor years ago."

CoCo Key Water Resort maintains that safety is always number one. Even during adult-centric and private events they have over a dozen Ellis & Associates certified lifeguards on-duty watching the water.

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Adult Night: Splash Waterfalls is Saturday, September 3rd from 9:30pm to 1:00am. Admission is \$10. For more information about CoCo Key Water Resort visit <http://www.cocokeykansascity.com> .

About CoCo Key Water Resort

CoCo Key Water Resort is a Key West themed indoor water park offering 55,000 square feet of fun! CoCo Key features body slides, tube slides, an adventure river and an indoor/outdoor spa. CoCo Key is located across the street from the Truman Sports Complex, home to Arrowhead and Kauffman Stadiums.

Photos available upon request.