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**WhiteWater unveils new look that reflects its vision to “create places where fun thrives”**

Like most successful brands in the world, we have a clear vision and goal. From our start as a water park operator in 1980, WhiteWater has had one clear purpose: to create places where families can unite and make joyful lasting memories.

In line with this, we recently introduced our new tagline: “Entertain the possibilities”. It’s a reflection of our vision to make the impossible possible through a combination of in-house creativity, engineering, and production based on decades of tried-and-true methods. Our current brand advertising campaign, “Be Boundless” is an extension of the idea encouraging creative visions and the exciting places that that thinking can go with WhiteWater.

As with our product portfolio, we strive to stay ahead and consequently, we’ve updated our identity to better express what makes WhiteWater different—what makes us the right choice.

“We wanted to remind people that it isn’t only our size and decades of experience—with over 5,000 projects under our belt—which makes us market leaders, it’s our people and their thinking,” says Paul Chutter, WhiteWater’s Chief Business Development Officer.

“We’re celebrating our strengths, which are are underpinned by the creativity, precision, and commitment of the most talented people in the industry. This approach has created the customer-centric business that we lead today,” he adds.

WhiteWater aims to inspire clients by unleashing our creativity to realize their ambitions and craft solutions to make each park unique. By fusing imagination with precision engineering and careful manufacturing, we are dedicated to making products that operators can count on; because we know how crucial reliability and efficiency are for safety and success.

We want to excite parks to “think big” because with WhiteWater’s scale, experience, creativity, and delivery, we can make it happen. By ensuring safety, entertainment value, and innovating to meet the operators’ needs, we make parks more successful, and their growth drives ours.

“We might have a new look, but it is true to our values and reminds us all that since 1980, we have always been here to serve our clients. We partner with parks to create solutions which drive their gate and ultimately make people happy,” says CEO Geoff Chutter, “It’s not a bad gift to give the world!”.

**About WhiteWater**  
WhiteWater was born in 1980 with one clear purpose, to create places where families unite and make joyful lasting memories.

We achieve this by standing alongside our customers from concept to completion of award-winning attractions, from slides to water rides and everything in between. We aim to inspire our clients by unleashing our creativity to realize their ambitions; we craft solutions which make each park unique. We are dedicated to making products that operators can count on, because we understand the importance of operations on the bottom line.

As market leaders, we put our success down to our attitude, in all our years we’ve never once forgotten why we’re here – to help parks solve problems, create immersive experiences, and delight guests all over the world.

We’re here to create places where fun can thrive.