



# Hydrous makes a splash with grand opening!!

**ALLEN -- Six months after first being announced, Hydrous @ Allen Station Park is now open for business.**

On Thursday, members of the media were invited to see top wakeboard professionals demonstrate the park's innovative technology, which allows thrill-seeking participants to board across the water via a system of overhead cables -- a cheaper alternative to the more common practice of pulling a boarder by a small boat.

On Friday and Saturday, the park again hosted top wakeboarders from around the world, including Lior Sofer, Keith Lidberg, Nick Davies and Tom Fooshee, for the World Wakeboard Association Triple Crown National Championship, the biggest wakeboard event of the year in the United States. The event drew more than 750 people.



On Monday morning, the park opened its doors to the public for the first time. "It's very exciting," said Victor Toledo, of America's Cable Park Group, LCC. "We've had a tremendous amount of support and a tremendous amount of interest; people stopping in and inquiring about passes, people coming by for the sneak peek. Seventeen hundred people like us on Facebook. Those are all real positive signs."

In addition to two cable system-equipped lakes, the park features a full pro shop with wakeboard accessories and merchandise. The park's German-manufactured cable system, SesiTech 2.0, uses a six-tower design and features a world-exclusive Unit "quarter pipe" for boarders to glide across.

Promotion has been heavy in the weeks leading up to the park's opening. In addition to exhaustive social networking efforts and targeted efforts within the wakeboarding industry, high school students in Collin and Dallas counties have been hired to help get the word out in and outside of school. To further help bring in business during its first week, the park is offering discounted weekday passes through Friday. A day pass, normally worth \$45, is being offered for \$25 and includes four hours of ride time and rental of all necessary gear.

The park has also launched a six-week after school camp available to children ages 8 to 16. During the camp, top wakeboard competitors offer in-depth wakeboarding instructions to groups of campers in two hour classes Monday through Thursday. Private and group lessons are also available for adults and children.

More activities are planned for the coming months including the opening of a cafe at the pro shop and overnight wakeboard camps during the summer. Community events are also in the works, Toledo said, though details aren't quite ready to be released.

"It's a new sports and recreation venue that Allen's never had before, and we're thrilled to introduce it to the city," he said.

Hydrous @ Allen Station Park is open from 9 a.m. to 11 p.m. every day. It is located at 500 N. Cedar Drive, across the street from The Edge @ Allen Station Park skate park. For directions and pricing information, visit [hydrouswakeparks.info](http://hydrouswakeparks.info).