



FOR IMMEDIATE RELEASE

Get Ready to Rise as Phoenix Rising Set to Open for Pass Members at Busch Gardens Tampa Bay Starting on July 17 and Opening to All Guests on July 21

Annual Pass Members Unlock Early Access to Phoenix Rising starting July 17, and Guests Who Purchase an Annual Pass Today Will Be Among the First to Ride

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TAMPA, Fla. (July 17, 2024) – Busch Gardens Tampa Bay today announced the grand opening of Phoenix Rising, the most anticipated coaster of 2024. Pass Members will be the first to soar high above the Serengeti Plain during previews, July 17 - 20, 2024. The ride will open to the public on July 21, when guests will have the chance to ride on the wings of the legendary phoenix aboard North America's tallest and longest inverted family coaster, only at Busch Gardens Tampa Bay. Phoenix Rising is the park's tenth roller coaster and the park's first roller coaster to feature on board audio and lighting.

"We are excited to unveil Phoenix Rising to our pass members and guests," said Stewart Clark, Park President of Busch Gardens Tampa Bay. "Our pass members are in for a special treat as they get to be among the first to ride this incredible coaster. With a height requirement of just 42 inches, it's an adventure the whole family can enjoy together."

Aboard Phoenix Rising, riders will be immersed in an exciting, family-friendly adventure as they soar above Busch Gardens Tampa Bay's Serengeti Plain and navigate through thrilling twists and turns above the skies of Pantopia. Inspired by the legend of the phoenix, this suspended roller coaster offers surprises and speeds reaching 44 miles per hour. With a height requirement of just 42 inches, guests of all ages can let their imagination—and their adrenaline—soar as they feel the rush of the wind and the thrill of flight.

Be Among the First to Ride Phoenix Rising with a Busch Gardens Annual Pass

Starting Wednesday, July 17, pass members will have exclusive access to experience Phoenix Rising before it opens to the public on July 21. The best way to enjoy Phoenix Rising, including early access to this family-friendly coaster, is to become a Pass Member. For a limited time, guests can save up to 50% on Tickets, Fun Cards, and Annual Passes during the Summer Sale. Hurry, this offer ends soon and provides the best value of the year! In addition to exclusive

perks and monthly rewards, [Pass Members](#) can enjoy a vibrant array of seasonal events throughout the year for as low as \$14 per month.

Guests can learn more about all the events, future announcements and the unbeatable benefits of being an Annual Pass member by visiting [BuschGardensTampa.com](https://www.buschgardens.com). To be the first to know about park updates, guests can follow Busch Gardens Tampa Bay on [Facebook](#), [X \(formerly Twitter\)](#), [Instagram](#) and [TikTok](#).

About Busch Gardens Tampa Bay

Busch Gardens® Tampa Bay is the ultimate family adventure, offering 300 acres of fascinating attractions based on exotic explorations around the world. Busch Gardens is a unique blend of thrilling rides, an AZA accredited zoo with over 16,000 animals representing more than 200 species, and exciting seasonal events all year providing unrivaled experiences for guests of every age. For more information, visit [BuschGardensTampa.com](https://www.buschgardens.com). Busch Gardens is owned by United Parks & Resorts, Inc. (NYSE: PRKS), a leading theme park and entertainment company providing experiences that matter and inspiring guests to protect animals and the wild wonders of our world.

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