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Wisconsin's Famous Icy Wonderland Won't Return this Winter

FOR IMMEDIATE RELEASE

Lake Geneva, Wisconsin; October 16, 2024 – Winter Realms, the enchanting winter attraction from the creators of Ice Castles, will be taking a break from Lake Geneva this winter. This decision comes in light of the record-breaking warm weather experienced in the area over the last few years, which has posed challenges for delivering the magical experience that guests have come to love.

Creating a magical winter experience is something that the creators of both Winter Realms and Ice Castles take tremendous pride in. The company will spend the next year focusing on innovating a concept that lives up to the standards guests expect and deserve and hope to return to Lake Geneva in the future.

Kyle Standifird, CEO of Ice Castles, remarked, "It has been a true pleasure to host our enchanting winter attraction at Geneva National, where we have had the joy of creating lasting memories for families and friends over the years. We are incredibly thankful for the support received and the happiness we have shared with the thousands of guests."

While the winter attraction is taking a hiatus this winter, Ice Castles hopes to bring a fresh awe-inspiring experience back to Lake Geneva soon.

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About Ice Castles: *Ice Castles has been bringing fairy tales to life since its inception in 2011. Founder Brent Christensen developed the patented process used to create Ice Castles while attempting to build a winter playground for his kids in the front yard of their home in Alpine, Utah. The project drew crowds who came out to tour Christensen's frozen creation. Ice Castles has since turned into an internationally renowned tourist attraction with multiple locations across North America.*