



For Immediate Release

Big Cedar Lodge, Public Relations Manager: Janet Glaser
Jmglaser@Big-Cedar.com; (417) 598-0579

NASCAR champion Martin Truex, Jr. gives thumbs up as Big Cedar Lodge expands Fun Mountain with new NASCAR-themed go-carts and four-story ropes course

New attractions offer even more fun for the whole family



Ridgedale, MO May 31, 2018 — Big Cedar Lodge, America’s Premier Wilderness Resort, is expanding Fun Mountain, Big Cedar’s 50,000-square-foot adventure center home to underwater-themed bowling, laser tag and an array of family attractions, with two new additions just in time for summer – *Timber Ridge*, a daring four-story ropes course, and the NASCAR-themed *Thunder Alley* go-cart track designed by 2017 NASCAR champion driver Martin Truex Jr. and crew chief Cole Pearn.

“Thunder Alley at Big Cedar Lodge is one of the most amazing go-cart tracks in America,” said NASCAR champion Martin Truex Jr. **“I want to add the turbo boost feature to my car next season!”**

Guests conquering the 40-foot tall *Timber Ridge* ropes course will traverse more than 60 challenging elements including a rolling log, swaying ladder, two electronic ziplines and narrow balancing beam, all perched above a swamp with a live python and alligators to make the daring experience all the more exhilarating. While the experience is big on thrills, every participant wears a safety harness that is inserted into a secure overhead tracking system to assure a safe adventure at all times. Guests can also end their journey by taking a final plunge through a controlled freefall from the top of the structure. The new course joins the kid-sized Sky Tykes® course specifically designed for smaller children ages 2-7 or under 48 inches tall.

Rumbling below the ropes course is the new quarter-mile *Thunder Alley* go-cart track. The NASCAR-inspired go-carts feature several popular NASCAR drivers and iconic racing elements to set the stage. Guests can feel the rush with the ability to engage a powerful “turbo boosts” feature twice during each race to help them blast past the competition. *Thunder Alley* delivers high-speed fun for the whole family with a twisting quarter-mile track featuring hairpin turns and speed straightaways that ensures every race is a wild one.

“These new exciting attractions come in response to feedback from our guests asking for even more over-the-top fun for kids of all ages,” said Debbie Bennett, Vice President of Hospitality for Big Cedar Lodge and Bass Pro Shops. “Both challenging new additions make Fun Mountain a fun new amenity for friends, families and groups to explore the outdoors at a slightly more hair-raising pace.”

Timber Ridge and *Thunder Alley* join a roster of exciting activities available at the 50,000-square foot Fun Mountain complex; including underwater themed bowling, golf simulator, kid’s nature discovery center, billiards, bumper cars, flip zone and augmented climbing wall. Each attraction features the signature creativity and attention to detail Bass Pro Shops and Big Cedar Lodge founder Johnny Morris is known for creating.

All Fun Mountain activities are open to the public and Big Cedar Lodge guests. For more information about operating hours, and pricing, visit www.bigcedar.com.

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[Click here to watch and download Martin Truex, Jr. discussing the new go-carts.](#)



About Big Cedar® Lodge

Located in the heart of Missouri's Ozark Mountains, Big Cedar Lodge is America's premier wilderness resort. A passion of Bass Pro Shops founder Johnny Morris, the 4,600-acre lakeside retreat connects families to the outdoors with a variety of nature-based experiences including fishing, shooting, boating, hiking, spa and wellness offerings, hosting over 1.7 million guests annually. Signature attractions include Top of the Rock, home to world-class golf, dining, and entertainment; and Dogwood Canyon, a 10,000-acre nonprofit Nature Park. Named "Number One Resort in the Midwest" by the readers of *Travel + Leisure*, the resort offers genuine Ozarks hospitality and a convenient location just south of Branson. Learn more at www.bigcedar.com.