



**FOR IMMEDIATE RELEASE:**

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## **EpicSurf Set to Make Waves at Heroes Paradise, Florida in 2025, Soon to Be Home to the East Coast's First Deep Water Standing Wave!**



**March 10, 2025 (Cohoes, NY)** Heroes Paradise, a premier family entertainment destination in Brandon, Florida, is expanding its already diverse offerings with the addition of the deep-water standing surf wave, EpicSurf®, designed and currently being manufactured by the product's parent company, Aquatic Development Group (ADG). Set to open in 2025, the new surf experience will bring a customizable wave to visitors of all ages and surfing abilities!

Heroes Paradise spans over eight acres, featuring the largest laser tag course in the Southeast, archery tag, an interactive rock-climbing wall, a flight simulator, and two remote control car

courses. Guests can enjoy four dynamic gameplay fields and relax in the two-story clubhouse, which offers 360° views of the property and a covered outdoor deck perfect for watching the action. Opened in June 2020 by Julie and Tim Pennenga, Heroes Paradise continues to deliver unforgettable experiences with its unique blend of adventure and family fun.



From the original design of the facility, the Pennengas were interested in some form of aquatic or surf experience. After years of research, discussions, and design iterations, ownership chose EpicSurf to be their technology partner in the planned surf expansion. Julie Pennenga emphasizes the strength of the partnership, stating, "The team behind EpicSurf® has been incredible to work with from day one. Their responsiveness and attention to detail have made a huge difference in keeping our project on track, and it's clear that their deep knowledge of construction comes from years of hands-on experience. That kind of expertise, paired with their credibility in the industry, gave us complete confidence that we were making the right choice. They've been true partners every step of the way, and their commitment to bringing our vision to life has been amazing."

EpicSurf® is designed to make the thrill of surfing accessible to anyone, anytime, anywhere. Offering a customizable surf experience, EpicSurf's rapid wave technology adjusts 3 to 5ft with the touch of a button to easily match each rider's skill level—from beginners catching their first wave to experienced surfers perfecting advanced tricks. Heroes Paradise will be home to an ES46 model featuring 46 feet of surfable wave width, with an overall footprint spanning 66 feet wide by 90 feet. This authentic surf experience is enhanced by the ability to use real finned surfboards and includes retractable training bars to help riders progress safely and confidently.





Aquatic Development Group (ADG), the company behind EpicSurf®, has been creating world-class aquatic experiences for over 50 years, with a proven specialty in wave generation technology. Their proprietary WaveTek® wave technology has long had a reputation for performance and versatility in the market place. With over 550 wave systems installed worldwide, ADG brings an unparalleled depth of knowledge and expertise to every project. This demonstrates their ability to design and deliver exceptional wave-based attractions, including authentic surf experiences, with remarkable precision and quality.

“We’re thrilled to deliver our deep-water stationary wave to Heroes Paradise, bringing surfing to Brandon, FL, and giving so many people the chance to catch a wave. We believe this attraction will complement the venue’s other offerings and provide a fresh, new experience that will thrill visitors of all ages.” – Bruce Quay, COO, EpicSurf®



This new development will be a key addition to Heroes Paradise, featuring a deck around it to encourage spectators and create an immersive experience for all guests. The wave will operate in hourly sessions, with designated beginner, intermediate, and advanced sessions, to provide an exciting and tailored experience for riders of all skill levels.



Plans are in place for the opening of the new wave by the end of 2025, bringing inland deep-water surfing to Brandon and enhancing the overall guest experience at Heroes Paradise. **Stay tuned for more updates on this groundbreaking project!**

*To learn more about Heroes Paradise, visit <https://www.heroesparadise.com/>*

*For more information on EpicSurf, visit our website at [www.epic.surf](http://www.epic.surf)*

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**EpicSurf®** is the first deep-water stationary wave manufactured in the USA, making real surfing possible anytime, anywhere – offering a customized surfing experience for ALL abilities. For more information, visit [www.epic.surf](http://www.epic.surf)

**Aquatic Development Group (ADG)** is North America's most respected water park and recreational design, construction, and manufacturing firm in the industry. ADG'S products & services have been utilized in over 4,000 facilities worldwide, spanning six continents. They have designed, engineered, and constructed more than 100 indoor and outdoor waterparks, and over 550 wave pools and specialty wave systems around the world. For more information, visit [www.aquaticgroup.com](http://www.aquaticgroup.com)