

## MEDIA INFORMATION

### **IAAPA honours entrepreneur from Baden/Germany: Franz Mack is recognised for his outstanding work in the leisure industry**

**Atlanta/Rust.** Franz Mack (84), senior director of the Mack company, was honoured by the International Association of Amusement Parks and Attractions (IAAPA) on November 16th: he is now an IAAPA Hall of Fame inductee, together with famous personalities such as the legendary Walt Disney. The announcement was made during a ceremonial act on the occasion of the IAAPA Attractions Expo 2005.

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"Franz Mack is admired throughout the amusement industry for his extraordinary adaptability and his penchant to make the most of opportunities?", said Clark Robinson, IAAPA president and CEO. "Mack's dedication and consistency lead him to become one of the premier leaders for development and construction internationally.?"

On behalf of Franz Mack, his two grandsons Michael and Thomas Mack received the award in Atlanta on November 16<sup>th</sup>. Franz Mack: "This award is a big surprise for me. 30 years ago I would never have dreamt of being a Hall of Fame inductee together with Walt Disney. For me this award is also a proof, that Germany is still able to compete on the international market.?"

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Born in 1921, Franz Mack is the fourth son of Heinrich and Theresia Mack. He is a carriage and body maker. In August 1947, after being a prisoner of war in Russia, Africa and America, he managed to escape from a prison camp in Alsace. Together with his brother, he swam through the river Rhine and was later on hidden for one year with a showman in the

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American zone in Frankfurt. After the monetary reform he returned to Waldkirch and married.

In 1958 Franz Mack, together with his brothers Hermann and Willi, took over his father's carriage and carousel factory in Waldkirch (founded in 1780) and the facilities were moved to a new big area.

Franz Mack and his son Roland are the founders of Europa-Park, which opened its doors on July 12<sup>th</sup>, 1975. During one of his business trips to the USA, he had the idea to build an amusement park. To this day, many of the rides and attractions at Europa-Park are new designs by the Mack Rides GmbH in Waldkirch. In 1987 also the youngest son Jürgen Mack joined the management and the park was expanded gradually.

Thanks to his passion for technology, many rides at Europa-Park, for example the rollercoasters "Eurosat?" and "Euro-Mir?", were designed by Franz Mack. Apart from his entrepreneurial activities, Franz Mack is also involved in a number of honorary appointments.

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