

## MEDIA INFORMATION

### Roland Mack

Roland Mack was born on 12 October 1949 in Freiburg. He grew up in Waldkirch, where he attended elementary school and gained his Abitur school-leaving certificate.

From 1969 until 1974 he attended the Technological University of Karlsruhe. He completed his degree as a graduate engineer. Before and during his course of studies Roland Mack completed several practical trainings in engineering companies, among them the family's own manufacturing company for amusement rides, Mack Rides in Waldkirch. During an internship in the USA, which lasted several months, he also gained professional experience abroad.

After completing his degree as a graduate engineer, Roland Mack attended further training as a welding engineer at the university in Stuttgart. He then took over as head of welding in the family's manufacturing company in Waldkirch.

Roland Mack is one of the founders of Europa-Park, which opened its doors on 12 July 1975. Since then, he has been one of the managing partners, playing a key role in the development and innovative expansion of the park.

In addition to his position as a managing partner of Europa-Park, which is meanwhile the biggest theme park in Germany, Roland Mack also was among the founding members of the VDFU (German Association of Amusement Parks) in 1978. There, he acted as a board member until 1983. From 1984 until 1992 he was vice-president of the VDFU. In

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## MEDIA INFORMATION

In addition, he has been active in the International Association of Amusement Parks and Attractions (IAAPA) for many years.

Since 1988 Roland Mack is a member of the Tourism Committee in the German Chamber of Industry and Commerce.

In June 1990, he has been appointed to the advisory board for south-west Germany of the German bank company "Dresdner Bank".

In March 1991, economy minister Hermann Schaufler presented Roland Mack with the Baden-Württemberg enterprise medal for his outstanding services to the economy of the federal state.

Roland Mack was honoured with the tourism medal in May 1998.

In May 1999, he took part in the federal presidential election in Berlin as a delegate.

On 12 October 1999, his 50th birthday, Roland Mack was honoured with the Federal Service Cross (with ribbon) for his outstanding entrepreneurial achievements.

On 20 January 2000, he was presented with the special award "Hotelier of the Year" by the German trade magazine "NGZ" and the publishing group "Deutscher Fachverlag".

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On 5 December 2002, the French president Jacques Chirac made Roland Mack a chevalier of the National Order of Merit for his outstanding commitment to Franco-German friendship.

On 30 April 2003, Roland Mack was appointed Council of Europe Goodwill Ambassador for Families.

In May 2003, he was honoured with the title “Südbadener des Jahres” in the category „Economy”.

On 3 July 2003, Roland Mack was honoured once again for his commitment in the Franco-German friendship with the appointment to “Chevalier dans l’Ordre des Palmes Académiques”.

Also in July 2003, Roland Mack, who is a graduate of the University in Karlsruhe, became a member of the University Council.

On 30 October 2003, he was honoured with the title “Entrepreneur of the Year 2003” in the category “Service”.

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On 27 March 2004, Roland Mack was given the gold medal of honour of the VDI (association of German engineers) for his outstanding work as an engineer.

## MEDIA INFORMATION

On the occasion of the „Berliner Tourismusgipfel 2004“ (Berlin tourism summit), he was honoured with the “Innovationspreis 2004” (Innovation Award) of the German Tourism Industry on 20 September 2004.

On 9 April 2005, Prime Minister of the State of Baden-Württemberg Erwin Teufel presented Roland Mack with the Baden-Württemberg Medal of Merit for his outstanding commitment.

On 31 October 2005, he was elected the most important citizen of Baden-Württemberg by readers of the BILD Zeitung Stuttgart (Germany’s largest daily paper). 100 personalities from economy, show business and sports were nominated together with him.

On the occasion of the Berlin travel trade fair (ITB) Roland Mack was honoured with the special prize of the Tourism Committee of the German Parliament on 9 March 2006.

For his European commitment, Roland Mack was presented with the silver medal of the Fondation du Mérite Européen on 2 October 2007.

On 9 April 2008, he received the Lorenz-Werthmann-Medaille by Caritas (catholic charitable services) for his social commitment.

On 16 April 2008, the French president Nicolas Sarkozy appointed Roland Mack as “Chevalier de la Légion d’Honneur”. This medal is known as one

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of the highest honours in France.

On 18 June 2008, Roland Mack was appointed as Honorary Senator of the Albert-Ludwigs-Universität in the city of Freiburg. The renowned university thus appreciated his generous support and exceptional commitment for the university.

In October 2008, Roland Mack was named „Third Vice Chair“ of the International Association of Amusement Parks and Attractions (IAAPA). He is the first German to join the Board of Directors of IAAPA and will automatically become its Chairman in three years.

On 2 December 2008, Roland Mack has joined the advisory council of the German National Tourist Board. The aims of this committee are the exchange of experience with tourist partners and the suggestion of measures for the support of the tourism industry in Germany.

On 10 January 2010, Roland Mack was honoured with the “Citizen Award Medal” by the community of Rust.

For his exceptional commitment, Roland Mack was pronounced “Partner of Ukrainian Tourism” by the Ukrainian Council of Tourism and Resorts.

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On 10 June 2010, Roland Mack was the first German entrepreneur to be honoured with the French award „Trophée Jason“, under the patronage of the French minister for economic affairs Christine Lagarde. He received

## MEDIA INFORMATION

the award in the European Parliament in Strasbourg/France for his commitment as an employer of a large amount of Alsatian employees.

In addition to all these other activities, Roland Mack is a shareholder in the company Mack Rides GmbH & Co. KG in Waldkirch/Germany, which is among the leading manufacturing companies for amusement rides in the world.

Roland Mack has been married since 1974. He has two sons, Michael (21 Dec. 1978), Thomas (4 Jan. 1981) and one daughter, Ann-Kathrin (19 Oct. 1989).

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