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Epic Resort Destinations Debuts Mattel Adventure Park's Hot Wheels Twin Mill Racer Car and New Images of Barbie Beach House at IAAPA Expo

Twin Mill Racer Car on display at IAAPA; construction on Barbie Beach House now underway

GLENDAL, Ariz. (November 9, 2023) – Attendees of the International Association of Amusement Parks and Attractions (IAAPA) Expo in Orlando, Florida will be among the first to catch new glimpses at Mattel Adventure Park's newest attractions, the Hot Wheels Twin Mill Racer Roller Coaster and Barbie Beach House, from November 13-17. A real-life coaster car from the Hot Wheels Twin Mill Racer will be on display at the Chance Rides booth (2606), as will all-new images of the Barbie Beach House, which is currently being built.

The Hot Wheels Twin Mill Racer will take to the skies at the 9-acre Glendale, Arizona theme park located at [VAI Resort](#) opening just south of State Farm Stadium in 2024, but attendees of IAAPA can get a new sneak peek of the coaster ahead of its maiden voyage. Manufactured by [Chance Rides](#), a Wichita, Kansas-based ride and amusement manufacturer, the coaster will set a new standard for amusement park enthusiasts and further solidify Mattel Adventure Park as a must-see destination for adrenaline-seekers of all ages.

"We are elated to debut the Twin Mill Racer coaster and introduce some of the other Mattel-branded attractions underway at Glendale's VAI Resort at the IAAPA Expo," said Mark Cornell, President, Epic Resort Destinations. "Arizona has long been known for its beauty, but it will soon be a must-visit destination for amusement park enthusiasts. Mattel Adventure Park is a place where adventure, imagination and family fun converge like never before, and we are excited to share some highlights with industry peers prior to introducing them to the world."

The Twin Mill Racer is just one of many attractions currently underway at Arizona's most-anticipated indoor/outdoor theme park and will take Hot Wheels fans on a 65-second thrill ride over a 2,503-foot track. The coaster, which loads and unloads inside with air-conditioned comfort, goes from zero to 50 mph in under three seconds before blasting riders outside, taking them on two vertical loops (one of which tops out at 116 feet) and navigating a series of corkscrew and hairpin turns before making its way back into the building.

"We are taking thrills to new heights with the Hot Wheels Twin Mill Racer," said Cindy Emerick, Epic Resort Destinations Attractions Development Engineer. "The Twin Mill Racer track layout features a wicked corkscrew threaded through two vertical loops that authenticates the Hot Wheels experience. We are excited to bring this iconic racing playset to life in a heart-pounding and exhilarating thrill ride."

While Twin Mill Racer will be one of the most identifiable attractions at Mattel Adventure Park when it opens next year, construction also continues on the Barbie Beach House, a dream destination for Barbie fans of all ages. Boasting state-of-the-art technology while simultaneously delivering a serious dose of

nostalgia, the Barbie Beach House features an innovative “Flying Theater,” a Barbie Dream Closet experience that brings Barbie to life using hologram technology, and a Barbie Beach Rooftop perfect for kicking back with a signature beverage.

“We’re looking forward to joining our peers at IAAPA to share more of what’s to come at Mattel Adventure Park,” said Julie Freeland, Senior Director of Global Location Based Entertainment at Mattel. “We are committed to delivering new and unique experiences for fans with rides like the Twin Mill Racer roller coaster and Barbie Beach House, which will bring the brands to life in ways they never have before.”

IAAPA attendees are encouraged to visit booth 2606 to meet the Mattel Adventure Park team.

For more about Mattel Adventure Park or to check out the live construction cam, check out MattelAdventurePark.com.

Hi-res images can be downloaded [here](#).

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About Mattel Adventure Park

Opening in Glendale, Arizona, in 2024 on the grounds of VAI Resort, Mattel Adventure Park is a 9-acre, first-of-its kind indoor/outdoor theme park showcasing the full catalog of the Mattel family of brands. The groundbreaking venture features interactive entertainment, heart-pounding rides, immersive attractions and theatrical experiences designed to capture guest imaginations and bring to life the cherished characters and iconic toy brands loved by generations worldwide. For more, visit matteladventurepark.com

About Epic Resort Destinations

EPIC is a resort destinations developer specializing in Intellectual Property driven resorts and location-based entertainment and is the proud developer and operator of Mattel Adventure Park. We are guest obsessed and, on a mission, to create, develop, and operate world-class destinations and attractions that are extraordinary, safe, and fun places where epic memories are created and shared. Our unique blend of family-friendly fun is created by combining time proven “wind in your face” themed rides, globally iconic brands with multigenerational emotional resonance, and immersive theatrical experiences featuring original media content. For more, visit epicresortdestinations.com.

About Mattel

Mattel is a leading global toy company and owner of one of the strongest catalogs of children’s and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain, and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO®, Masters of the Universe®, Monster High® and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming and digital experiences, music, and live events. We operate in 35 locations and our products are available in more than 150 countries in collaboration with the world’s leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential. Visit us online at mattel.com.

About VAI Resort

Set to debut in 2024, the \$1billion VAI Resort will be Arizona's largest and boldest hotel, entertainment, and culinary destination. Ideally set in Glendale, at the heart of Metro Phoenix, VAI will redefine the concept of a full-service resort hotel by delivering a multi-faceted experience featuring four hotel towers, more than 1100 rooms, suites, and villas, the VAI Amphitheater, a music and entertainment venue featuring a \$40 million state-of-the-art stage, 12 signature restaurants, Konos Island and Beach Oasis, a luxury spa, nightclub venue, rides, attractions, curated retail and art installations. VAI Resort features first to Arizona attractions including a tethered Hot Air Balloon that can transport up to 30 guests, a 130-foot-high Konos Sky Bar, and multi-generational guests can enjoy the world's first Mattel Adventure Park™. Led by the VAI Global Development team, VAI will be the manifestation of a dream to create the world's most iconic resort. For more information, visit www.vairesort.com or follow on social @vairesort.