

Statement Regarding the Passing of Keith Simmonds

Niagara Falls, Canada – September 25, 2022 – The Jim Pattison Group, Ripley Entertainment Inc., and Great Wolf Lodge of Niagara Falls are deeply saddened by the loss of their passionate leader, Keith Simmonds. Keith was the Lodge’s General Manager Vice President and Head Howler since the inception of the family destination over 17 years ago. He took great care in supporting his work family and instilling a sense of pride in everything that his team did. Keith often referred to the Lodge as the “Little Log Cabin on the Parkway” and was instrumental in ensuring the success and growth of the company’s Niagara Falls location.

We extend our heartfelt sympathy to Keith’s wife, Toby, and his children, Ben and Nick. Our top priority now is to support them through this tragic time as they were the centre of Keith’s world. Everyone who knew Keith recognized his love of family, cycling, and philanthropy. He was a loyal friend and a compassionate giver, seen in both his personal life and professional endeavors.

Keith Simmonds was – and will remain – a cherished member of the Niagara community. He will be deeply missed.



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About Ripley Entertainment

Built on the foundation of a daily newspaper cartoon in 1918 — still in print today — Ripley Entertainment has grown to be a world leader in family entertainment, expanding to include more than 100 attractions in 10 countries around the world. Along with Ripley's Believe It or Not! Odditoriums, Guinness World Records Attractions, Aquariums, WaxWorks, traveling shows, and miniature golf, the world of Ripley's continues to grow through exciting new experiences, content, and books for all ages. Learn more about Ripley's Believe It or Not! by visiting [Ripleys.com](https://www.ripleys.com) and following on [Facebook](#), [Twitter](#), [YouTube](#), [Instagram](#), and [TikTok](#).

About Great Wolf Lodge in Niagara Falls

Great Wolf Lodge in Niagara Falls offers a variety of attractions and amenities such as indoor and outdoor waterparks, themed restaurants, a 'Cub Club' activity and craft room for kids, MagiQuest live adventure game, laser tag, virtual reality games, arcade, bowling alley, fitness centre and outdoor mini golf. The resort is located at 3950 Victoria Avenue. Reservations can be made by calling toll free 1 888-878-1818 or for more information, www.greatwolf.com/niagara