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## NASHVILLE SHORES SELECTS GS&F

**NASHVILLE, Tenn. (March 3, 2010)** – Nashville Shores, Middle Tennessee’s premier water park and recreation center, has partnered with GS&F, making the full-service marketing firm its media agency of record.

“This is a big year for Nashville Shores as they are undergoing the largest expansion in the history of the water park,” said Jeff Lipscomb, president of GS&F. “We’re looking forward to working with them during this exciting time as we collaborate to elevate the park to a new level of awareness and visibility in the market.”

Nashville Shores’ multimillion-dollar expansion will include a 25,000-square-foot wave pool and a more than 1,000-foot lazy river float ride—the widest lazy river in the state and the first lazy river ever constructed in Middle Tennessee.

### About Nashville Shores

Nashville Shores is a 385-acre family recreation destination located on J. Percy Priest Lake in Nashville, Tenn., just past the airport off I-40 (Exit 221B). It is comprised of a water park, 20 group event sites and event management team, festival areas and production team, a 310-slip marina, boat and jet ski rental business, and other attractions. For more information, visit [www.NashvilleShores.com](http://www.NashvilleShores.com) or call (615) 889-7050.

### About GS&F:

Celebrating more than thirty years in business, GS&F is a full-service marketing agency located in Nashville, with a staff of 70. GS&F clients include LP Building Products, the Tennessee Titans, the University of Tennessee Medical Center, Bridgestone Americas, International Comfort Products, and Avenue Bank. For more information about the company, visit [www.gsandf.com](http://www.gsandf.com).

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