



HERSCHE'ND ENTERPRISES' 11,000 EMPLOYEES TO RECEIVE 100% FREE TUITION

*The Nation's Largest Privately-owned Themed Attractions Corporation
Launches Substantial Education Benefit, Starting Day One of Employment*

ATLANTA, GA, February 8, 2022 — Today [Herschend Enterprises](#), the nation's largest privately-owned themed attractions corporation, announced it will cover 100% of tuition, fees, and books for its 11,000 employees who choose to pursue further education. The significant investment in employee education will be made through Herschend's GROW U. The program aims to make it exponentially easier for employees at all levels to pursue their personal and professional dreams through education.

Herschend's GROW U. will officially launch on February 24, 2022, for all seasonal, part-time, and full-time employees across its 25 US attractions including The Harlem Globetrotters, Dollywood Parks & Resorts (Tenn.), Silver Dollar City (Mo.), Adventure Aquarium (N.J.), Newport Aquarium (Ky.), Kentucky Kingdom (Ky.), Wild Adventures (Ga.), and Pink Adventure Tours (Ariz., Tenn., Nev.).

"Herschend's GROW U. is not only a significant and transformational investment in our employee's growth but also our love culture in action," said Andrew Wexler, CEO of Herschend Enterprises. "Herschend is rooted in love – it's evident at every Herschend property, every day –in the way we treat and support each other, how we *Create Memories Worth Repeating* for guests, and most importantly, how we care for our employees."

"Whether it's to pursue a new dream or advance their career with us, we care about our employees' personal and professional growth, because we believe that their futures should be grown with love, not loans," continued Wexler. "Our team members' success is our success – and that's why we're thrilled to make this benefit available to all, regardless of their role in the company and without the burden of debt."

HOW IT WORKS

Herschend's GROW U. offers 11,000 eligible seasonal, part-time and full-time employees and hosts more than 100 fully-funded (100% free) diploma, degree and certificate programs across 30 learning partners in Guild's Learning Marketplace, including programs in high-demand fields such as business administration and leadership, culinary, finance, technology and marketing. Additionally, the company will provide partial funding, up to \$5,250/year, for 150 additional programs in fields including hospitality, engineering, human resources and art design.

Herschend Enterprises selected [Guild Education](#), the nation's leading education and upskilling platform, to power GROW U. because of their strong reputation for connecting employers and high-value learning providers to create opportunities for America's workforce. Herschend employees will have access to Guild's proprietary Learning Marketplace to select from more than 30 learning providers and utilize resources like professional coaches to support their educational journey.

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“We’re proud to partner with Herschend to provide their employees with an equitable education program to advance their careers,” said Natalie McCullough, President and Chief Commercial Officer of Guild. “With this program, Herschend is preparing its workforce for the jobs of the future with new skills and mobility opportunities.”

About Herschend Enterprises

Launched in 1960, Herschend Enterprises is a family of companies that focus on family entertainment. Its operating companies include Herschend Family Entertainment (Dollywood® Parks & Resorts, Silver Dollar City®, Adventure Aquarium®, Newport Aquarium®, Kentucky Kingdom®, and Wild Adventures®), Herschend Live (Harlem Globetrotters®), Herschend Entertainment Studios (Splash & Bubbles® and Chuggington®) and Herschend Adventure Holdings, LLC (Pink Adventure Tours®). Herschend properties entertain more than 14 million guests annually. For six decades, Herschend has operated with the purpose of bringing families closer together by *Creating Memories Worth Repeating®*. For more information, visit www.herschendenterprises.com.

About Guild Education

Guild Education is on a mission to unlock opportunity for America’s workforce through education and upskilling. A certified B-Corp, founded to bridge the gap between education and employment for working adults in the U.S. in need of upskilling for the future of work, Guild’s industry-leading technology platform allows the nation’s largest employers — including Bon Secours Mercy Health, Chipotle, Discover, Hilton, Macy’s, Target, Walmart and The Walt Disney Company — to offer strategic education and upskilling to their employees. Guild connects workers to a learning marketplace of the nation’s best learning partners for working adults with tuition paid by the company. Guild’s payments and technology platform, curated learning marketplace, and advanced education and career services come together to help working adult learners advance in their education and career, debt-free. For more information, visit <https://www.guildeeducation.com/>.

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