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| **International Industry Oscar for Lifetime Achievement for Roland Mack**The founder of Europa-Park, Roland Mack, is considered one of the most innovative and successful masterminds and pioneers in the international entertainment industry. As part of the IAAPA Expo, the world's largest trade fair for the leisure industry, the Themed Entertainment Association (TEA) in Orlando presented the coveted ‘TEA Thea Award’ to Roland Mack. The successful entrepreneur from Baden received the ‘Buzz Price Award’ for his life's work, his outstanding entrepreneurial achievements and his great commitment to the industry. The Thea Awards have been presented since 1994 and recognise individuals and companies for excellence within the entertainment and leisure industry. Roland Mack runs a family business par excellence and built Europa-Park together with his wife Marianne and brother Jürgen. Currently, Roland Mack is in the process of gradually handing over the company to the next generation. “I want to hand over a company that is well prepared for the future, otherwise I would consider myself to have failed as an entrepreneur.” His sons Michael and Thomas have long been part of the management, his daughter Ann-Kathrin is a qualified architect and authorised signatory. "This international award confirms the importance that we, with our 4,450 employees and indirectly around 8,000 jobs, have in regards to the attractiveness of the region," says Roland Mack: "This is an important signal to decision-makers that value is created not only with production, but also with service providers like us. The fact that we are in Rust, Baden and are one of the best theme parks in the world is mainly due to our consistent implementation of innovation and quality.” The Buzz Price Award is one of the most prestigious honours in the industry for lifetime achievement. "We are thrilled to announce this year's Thea Award recipients," said Chuck Fawcett, President of TEA's International Board of Directors. "We look forward to celebrating them, and joining together as an international community, in California in April 2023 for the Annual Thea Awards Gala." |