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## **New group chief executive for Swedish theme parks**

**Christer Fogelmarck, 41 years old, has been appointed new group chief executive for Parks and Resorts Scandinavia, the group that owns the Swedish amusement parks Gröna Lund, Kolmården, Aquaria, Furuvik and Skara Sommarland. Fogelmarck is currently the group's marketing director, and assumes his new position on January 1<sup>st</sup>, 2014. He succeeds Jan Roy, 65 years, who is retiring.**

*“Christer has already played an integral part in shaping our future strategy and investment plans going forward. His broad industry experience and strong leadership skills makes him the obvious choice to take the organization forward and realize our plans,”* says Johan Tidstrand, principal owner of Parks and

## Resorts Scandinavia.

Fogelmarck has a strong management background particularly in the event and sponsorship arena as CEO for the event and sponsorship agency Eventum and film distributor Atlantic Film. Over the years, he has also worked with business development for Melodifestivalen, Stockholm Open, Live Nation, Blixten & Co and Stockholmsmässan, and others.

*“I’m thrilled and honored to have been given this challenge. I’m repeatedly struck by the dedication and competence within the team and throughout our parks. This, in combination with the drive and commitment of the owners, creates superb conditions for the future. The Group has come a long way in the last few years and I’m excited to take it to the next level,”* says Fogelmarck.

Fogelmarck succeeds current group chief executive, Jan Roy, who is retiring. Jan has worked within the group for seven years, five of which as group chief executive. During this time, the business has gone from strength to strength with several major investments and acquisitions, making Parks and Resorts Scandinavia's largest theme park group. Today, the group welcomes approximately 3 million visitors annually and has a turnover of MSEK 950.

*“I’m very proud with the progress we’ve made over the past few years. Christer and I have worked closely together for the past three years and I’m delighted that he has accepted the challenge of taking the business forward. I’m going to continue to be involved in the group as senior advisor to the executive management team and I’m really looking forward to following his progress”,* says Jan Roy, resigning group chief executive.

For more information, contact Tina Landelius, information officer, Parks and Resorts, on telephone +46 703 490 377 or e-mail [tina.landelius@parksandresorts.com](mailto:tina.landelius@parksandresorts.com).

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*Parks and Resorts Scandinavia is Scandinavia's leading player within the entertainment industry. The group includes some of Sweden's most popular amusement parks; Gröna Lund, Kolmården, Aquaria, Furuvik and Skara Sommarland. Parks and Resorts Scandinavia welcomes approx. 3 million visitors annually and had a turnover of MSEK 920 in 2012.*

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