



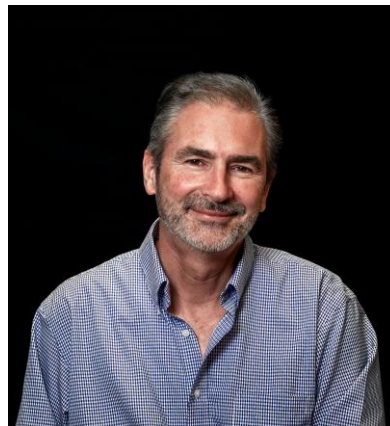
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FORREC'S EXECUTIVE VICE PRESIDENT RETIRES AFTER 38 YEARS WITH EXPERIENCE DESIGN COMPANY

Steven C. Rhys to depart from position by end of 2020



Steven Rhys, Executive Vice President, FORREC

NOVEMBER 17, 2020 [TORONTO, ON] – Experience design company FORREC announces today the retirement of Steven C. Rhys, Executive Vice President, after 38 years at the organization, effective December 31st, 2020.

Rhys began his career at FORREC in 1982 as a designer and through hard work, determination, and passion, worked his way up to Executive Vice President, a role he has held for over 25 years. In 1986, Rhys was promoted to Partner, where he led the master planning of Universal Studios in Orlando, Florida, and the master plan and design of Fiesta Texas Theme Parks in San Antonio, Texas. He also supported numerous entertainment, resort and commercial projects including The Villages in Florida, a stylized town center that would become the meeting place, social centre, and entertainment hub for residents and day-visitors. Rhys subsequently served for as Senior Vice President for eight years, where he oversaw the organization's growth and succession strategy, project planning, and client relationships. Up until the end of 2019, he also was a shareholder within the company and served on the Board of Directors for 17 years.

“Throughout his many roles and responsibilities at FORREC, Steve has played a critical role in the development and ongoing success of our organization, including turning it into the global and industry-leading experience design company we are today,” said Cale Heit, President and CEO, FORREC. “He is an innovative leader who inspires his teams, pushes boundaries in design, and uses creativity and ingenuity to tell a story.”

“It has truly been a pleasure working at FORREC for so many years, partnering with leading owners, operators, and experts in our industry,” said, Steven C. Rhys, Executive Vice President, FORREC. “After 38 years, I am proud to be able to say that I helped to shape a great, creative, successful design company but none of it could have been achieved without FORREC’s dedicated, capable and passionate staff. I will fondly look back at all we have accomplished in our time together.”

As an executive at FORREC, Rhys has supported clients and licensed brands to reach their brand extension and global expansion goals. As some branded clients began expanding overseas, he supported investors and IP license holders to work together to develop branded attractions through strategic planning and design specifically geared to the developing markets in the Middle East, Asia, South East Asia, and Europe.

Over the course of his tenure, he has led the charge behind several significant projects including:

- West Edmonton Mall, Canada
- Universal Studios Orlando, USA
- Fiesta Texas Theme Park, USA
- Herschend Family Entertainment, (Dollywood/Siver Dollar City), USA
- Sanrio (Hello Kitty) in Malaysia,
- Various Six Flags theme parks, globally
- The Villages (multiple expansions) USA
- HiT Entertainment/Mattel (Thomas & Friends) in Malaysia and Dubai
- Center Parcs Europe, (multiple resort water parks) Europe
- Samsung Everland (Everland Theme Park, Caribbean Bay Water Park) South Korea

Recently named one of the [Top 50 Theme Park Influencers](#) by UK trade publication *blooloop*, Rhys’ influential, innovative and genuine leadership style is one that has been built upon respect, a sincere desire to help clients, learning from the community, and sharing knowledge with his peers. His robust background in planning and design, and his innate ability to look at the big picture through a strategic lens, has immensely helped FORREC in bringing clients’ visions to life and developing memorable entertainment environments. He has been a strong contributor to creative solutions that has led to powerful opportunities for clients and significant advancements for the entertainment and experience industry.

FORREC thanks Rhys for his many years of remarkable service to our industry locally and across the globe and wish him all the best in his retirement.

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About FORREC

FORREC is an entertainment design company that creates places of escape and destinations of distinction. Our creative house leads in the design of theme parks, water parks, visitor attractions, mixed use + entertainment, and resorts globally plus, award-winning landscape architecture in Toronto. We create guest experiences others don't, master plan like no one else can, and give the world's biggest brands results they never thought possible. Based in Toronto, Canada, FORREC has built projects in 20 countries, with a history that spans 30 years. For more information visit FORREC.com or on social @FORRECdesigns.

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