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**FOR IMMEDIATE RELEASE**

**Ripley's Believe It or Not! World Entertainment Selects &Barr as  
Their Agency of Choice**

**ORLANDO, Fla. (Feb. 4, 2026)** – &Barr announces it has been selected by Ripley's Believe It or Not! World Entertainment as its agency of record, where it will lead with paid digital media strategy and execution. This new partnership will focus on growing awareness, driving guest engagement, and attracting new audiences across its global portfolio of more than 100 attractions, including Ripley's Believe It or Not!, Ripley's Aquariums, wax museums, traveling shows, miniature golf courses, mirror mazes, and more.

“We're thrilled to partner with &Barr to amplify Ripley's unique brand of wonder and curiosity,” said Ryan DeSear, Vice President of Operations and Technology. “With their expertise in digital media and creative storytelling, we're confident this collaboration will help us engage guests in exciting new ways and continue to grow our global presence.”

&Barr's digital media team will lead the development of tailored strategies designed to enhance Ripley's visibility, engage audiences in new and meaningful ways and support the brand's growth across all channels. By combining data-driven insights with creative storytelling, &Barr will help showcase the wonder and curiosity that draws guests to Ripley's. This new partnership also strengthens &Barr's growing portfolio of entertainment and tourism clients and reflects the agency's continued momentum heading into 2026.

“As an agency that thrives on curiosity, creativity and adaptability, welcoming Ripley’s Believe It or Not! World Entertainment to our client portfolio embodies everything we love about helping businesses grow,” said Pete Barr Jr., president and CEO of &Barr. “Ripley’s has spent generations sparking wonder, and we are truly honored to help carry that spirit forward. We are proud to partner with them and excited for the opportunity to help grow their legacy by connecting with audiences in new ways and creating experiences that leave a lasting impact.”

### **About &Barr**

&Barr is a full-service advertising agency providing integrated services, including branding; creative; public relations; account service; social media; and traditional and digital media and analytics. As Florida’s oldest, largest, independently owned agency, &Barr serves a diverse roster of national and international brands, including Florida’s Space Coast Office of Tourism, Massey Services, Rosen Hotels & Resorts, Space Coast Credit Union and the YMCA of Central Florida, among others. Celebrating more than 67 years in business, &Barr’s headquarters is located on Lake Eola in the heart of downtown Orlando, Fla., and the company is proud to be a locally founded, multi-generational, family-owned agency. For more information, visit [www.andbarr.co](http://www.andbarr.co).

### **About Ripley’s Believe It or Not! World Entertainment**

Built on the foundation of a daily newspaper cartoon in 1918 — still in print today — Ripley’s Believe It or Not! World Entertainment has grown to be a global leader in family entertainment with more than 100 attractions across nine countries. Along with Ripley’s Believe It or Not!, Ripley’s Aquariums, Great Wolf Lodge (Niagara Falls), wax museums, traveling shows, miniature golf courses, mirror mazes, and more, the world of Ripley’s continues to grow through exciting new experiences and online content.

Ripley’s Believe It or Not! World Entertainment is a proud member of The Jim Pattison Group, Canada’s second-largest private company.

Learn more about Ripley’s Believe It or Not! World Entertainment by visiting [Ripleys.com](http://Ripleys.com) and following on [Facebook](#), [X](#), [YouTube](#), [Instagram](#), and [TikTok](#).

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