



## WildPlay Maple Ridge Opens Today

**Growing international trend of human powered activity drives British Columbia growth of outdoor adventure parks**

**[www.wildplay.com](http://www.wildplay.com)**

**Maple Ridge, B.C., July 15, 2010-** Today MLAs, mayors, local councillors and children's groups were all invited to be the "First to Go Wild" at WildPlay's fourth new location in Maple Ridge. Riding the wave of interest in human powered activity and outdoor adventure parks that are springing up quickly around the world, this is BC-based WildPlay's third new element park this year.

The new WildPlay Maple Ridge location features a Monkido course, a name that comes from "monkey see – monkey do". Its features include a combination of Tarzan swings, zip lines, scramble nets, swinging logs and other elements between six and 60 feet above the ground.

"It's a big deal", said Tom Benson, WildPlay co-owner and chief experience officer. "This is a phenomenon that is growing worldwide and we are thrilled by how much interest we are getting right here in BC. Maple Ridge offers a fantastic base for our fourth adventure park and we look forward to working with the municipality as we attract more families, visitors and kids of all ages to engage in active adventure experiences, where they are challenged to evolve beyond their self-perceived limits."

WildPlay is planning more sites in the Lower Mainland and is getting interest from the interior and franchise inquiries from the US. The Element Park visits have jumped 25 per cent annually, bringing last year's visitor total to about 50,000. From its creation, with only the two founders running the company, WildPlay has grown to about 150 employees. The Maple Ridge location has already hired nine Guest Services Agents, 15 Tree Guides and one supervisor, for a total of 25.

The philosophy of WildPlay is also centered on nurturing environmental stewardship that flows from being connected with nature. "A key part of what we're doing is exposing people to fun in beautiful natural places," said Benson. "Our feeling is that once people feel a sense of kinship with these places, they will be more likely to protect them and relate to them in the future.

Like WildPlay's parks on Vancouver Island and in Whistler, WildPlay Maple Ridge's Monkido course is integrated into the forest environment. Each course is designed to conform to the landscape, rather than modifying the landscape to fit the course. Monkido is attached to trees using a compression system that allows sap and tree nutrients to flow, so it is sustainable and supportive to the natural environment that surrounds it.

“We are pleased to welcome a WildPlay park to Maple Ridge,” said Mayor Ernie Daykin. “This initiative will support the community’s tourism, Leisure & Parks Services, and economic development goals and will serve to generate positive awareness of the community across the Lower Mainland, enhancing its reputation as a destination for outdoor recreation adventure, family fun and fitness. This park is a key addition to the community, promoting a healthy, safe and sustainable region with a wide range of recreation and cultural activities while protecting natural assets.”

WildPlay Maple Ridge is located in the old Maple Ridge Park Campground, located approximately three kilometres from the entrance to Golden Ears Park. “Maple Ridge is an exciting youthful region, dedicated to sustained growth and family-friendly community development,” says Benson. “We couldn’t be more thrilled to be joining Maple Ridge at such an exciting time.”

In July and August, WildPlay Maple Ridge is open seven days a week, with activity departure times from 9 am to 5 pm. Prices are \$39.99 for the youth/adult course and \$19.99 for the kids course (7-13 years of age) for hours of fun in the outdoors.

Ridge Meadows Parks & Leisure Services Participation Program, which strives to ensure every recreation program is available to all, will benefit from \$6,000 worth of free passes annually as part of the agreement with WildPlay Ltd. Passes will be used to benefit local community programming. Wildplay Maple Ridge will also take part in Wildplay’s Charity of Choice program which provides complementary activity passes to a non-profit group every two years. A Charity of Choice recipient for Maple Ridge will be announced in the next two weeks.

### **About WildPlay**

WildPlay Ltd. was created to make exciting outdoor experiences more accessible to people of all ages and fitness levels and aims to reinvigorate the concept of play for children and adults, encouraging families to play together. WildPlay’s first park, WildPlay Nanaimo, opened in March 2006 and in 2008 was awarded the Nanaimo Economic Development Group Leading EDG Award and the Tourism Vancouver Island Raising the Bar Award.

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### **Link to online media kit and images:**

<http://www.tartangroup.ca/Default.aspx?PageID=1004&CategoryID=1&ClientID=89>

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