



WildPlay Comes to Maple Ridge

New outdoor park for kids of all ages expected to open in time for summer fun!

Maple Ridge, BC. May 5, 2010 – WildPlay Element Parks is coming to Maple Ridge in time for summer, thanks to an overwhelmingly positive response to creating an outdoor adventure park for kids of all ages.

“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 will be located in the old Maple Ridge Park Campground, located approximately three kilometres from the entrance to Golden Ears Park. “The support we have received from the District of Maple Ridge and surrounding community has been overwhelmingly positive,” said WildPlay’s CEO, Tom Benson. “Maple Ridge is an exciting youthful region, dedicated to sustained growth and family-friendly community development. We couldn’t be more thrilled to be joining Maple Ridge at such an exciting time.”

Expected to take between six and eight weeks to build, it will feature a Monkido course, a name that comes from “monkey see – monkey do”. Features include a combination of Tarzan swings, zip lines, scramble nets, swinging logs and other elements between six and 60 feet above the ground. Like WildPlay’s parks on Vancouver Island and in Whistler, WildPlay Maple Ridge’s Monkido course will be 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.

In July and August, WildPlay Maple Ridge will be open seven days a week, with activity departure times from 9 am to 5 pm. Prices will be \$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 recipient for the program has not yet been selected for the Maple Ridge park, but is expected to be announced before the park’s opening.

This will be the fourth of BC-based WildPlay's wildly successful element parks. 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.

-30-

Media Contacts:

Brandon Williams
Director of Marketing & Sales
WildPlay Element Parks
Tel: 250.888.1500
Email: bwilliams@wildplay.com

Sabrina Del Monte
Manager Corporate Communications
District of Maple Ridge
Tel: 604.467.7452
Email: sdelmonte@mapleridge.ca