

WildPlay Element Parks Earns Accolades for Innovation, Business Practices

October 30, 2008: WildPlay Element Parks has recently been recognized with several accolades highlighting the company's success in raising the profile of Nanaimo and Vancouver Island through innovative marketing and business practices. WildPlay was recognized at the Nanaimo Economic Development Group Leading EDG Awards and Tourism Vancouver Island's Tourism Excellence Awards earlier this month, winning awards in two categories and earning recognition as a finalist in another.

For the Nanaimo Economic Development Group's Leading EDG Awards WildPlay was awarded the top honour for Positive Image - Business. This award is given to a business that contributes to enhancing Nanaimo's image and reputation both with the resident population and outside the region as well as enhancing Nanaimo's reputation as a desirable, livable small city.

WildPlay was also selected as a finalist for Quality Infrastructure, an award for businesses contributing to building the foundations for economic success and enhancing the quality of life for people and business in the Nanaimo area. The Leading EDG selection committee chooses finalists in six award categories and considers how individual or business contributions are making a positive impact on economic development in Nanaimo.

WildPlay was also recognized by Tourism Vancouver Island at the Awards for Tourism Excellence. The Awards for Tourism Excellence recognize efforts to position Vancouver Island, Victoria and the Gulf Islands as a desirable destination for visitors.

From seven nominees, WildPlay Element Parks - TreeGO was selected for the Raising the Bar Award. This award recognizes WildPlay's efforts to diversify a tourism product and capture the attention of travelers. With the addition of a tree-to-tree aerial adventure course covering five acres of Douglas fir forest and a new canyon zipline stretching across the Nanaimo Canyon, the former Bungy Zone has made a significant contribution to enhancing the appeal of Vancouver Island as an outdoor adventure destination. Since opening in 2006, revenues have doubled annually and awareness has grown significantly. Many guests return to WildPlay to share the experience with other friends and family members.

Key criteria for consideration in this award category include appeal to the travelling public, a catalyst for tourism growth in the Vancouver Island region and sensitivity to the environment.

"We're extremely pleased to be recognized by both of these organizations as we know there are a number of organizations doing good work in the region," says Tom Benson, General Manager, WildPlay Element Parks. "When we opened we made a commitment to being an active part of the community and we hope to expand our efforts to raise the profile of Nanaimo and Vancouver Island."

WildPlay Ltd. was created to make exciting outdoor experiences more accessible to people of all ages and fitness levels. WildPlay aims to reinvigorate the concept of play for children and adults and to encourage families to play together. WildPlay's TreeGO Park is built to operate within the natural environment, causing minimal impact on the landscape.

See www.wildplayparks.com for information.