



## Media Release

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### WildPlay Nanaimo Matches BC Ferries Winter Discount

**January 15, 2009:** In support of the BC Ferries Winter Super Sail, WildPlay Element Parks is joining the effort to reward winter travellers by matching the discount and offering BC Ferries' customers 33% off WildPlay activities between January 15 and February 15.

Guests at the park who show their ferry ticket stub for travel between December 1, 2008 and February 15, 2009 will receive a 33% discount on any WildPlay Nanaimo activities for the number of passengers on the ticket. WildPlay is offering the discount from January 15 to February 15 2009.

"We decided if BC Ferries is encouraging winter travel, we could match their efforts and build on the rewards," says Tom Benson, GM & President, WildPlay Element Parks. "It's a way of thanking visitors and residents for choosing to stay and play on Vancouver Island this winter."

"It's excellent to see another company in the tourism industry matching our 33 per cent discount to encourage travel this winter," said Deborah Marshall, BC Ferries' Director of Media Relations. "Our Winter Super Sail started December 1 and runs through the end of January."

Activities offered at WildPlay Nanaimo include TreeGO, a tree-to-tree aerial adventure that includes zip lines, suspended bridges, scramble nets and swinging logs. Also offered at WildPlay are Bungy Jumping; the King Swing, which swings across the Nanaimo River at speeds up to 140 km/h and the Canyon Zipwhich zips back and forth across the Nanaimo River.

WildPlay is currently open Mondays and Fridays from 10:00am to 3pm and on weekends from 10:00am to 5:00pm.

WildPlay Element Parks 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. In 2008 WildPlay was awarded the Nanaimo Economic Development Group Leading EDG award and the Tourism Vancouver Island Raising the Bar Award.

See [www.wildplayparks.com](http://www.wildplayparks.com) for information.

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