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WildPlay Element Parks Expands into Whistler

Victoria, BC: Three years after opening WildPlay Nanaimo, WildPlay Element Parks is expanding onto the Lower Mainland. Yesterday, WildPlay acquired the operating assets of Cougar Mountain Adventures. WildPlay will be upgrading the existing zipline as well as adding an aerial adventure course. WildPlay Whistler will open in June, bringing diversity to the Cougar Mountain site, where activities are already provided independently by Outdoor Adventures Whistler.

"We're very excited about our new location and look forward to adding the WildPlay brand to Whistler's recreational offerings," says Tom Benson, owner and General Manager, WildPlay Element Parks. "Whistler is the perfect place to introduce our affordable, accessible outdoor recreation mix."

Since opening their first location in June of 2006, WildPlay has been planning on expanding to multiple locations. The company plans on opening more new parks over the next three to five years. WildPlay's expansion model centres on taking existing outdoor recreation sites and improving the existing activities while adding signature WildPlay activities. Earlier this year WildPlay expanded staffing at the senior and mid-management level, adding Business Development, Operations and Marketing and Communications positions.

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 products are 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 for information.

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