



In British Columbia, Ontario, and New York, people ages five and older visit WildPlay Parks to let their fear out to play.

EXPERIENCE

“Play more. Fear less.”

“...easy to find and provides a solid half day of fun.”

“School aged kids and teens will all find things to do.”

“...staff are knowledgeable, caring, and experienced. They really help you conquer your fears.”

“...safe but mistakes are part of human nature”

“... classic course is challenging for kids aged 12 and up, and super fun for adults.”

“...one of the best places to bungee jump in North America.”

(via TripAdvisor)

Visiting a WildPlay Park means putting yourself on the zipline – or a high-speed swing, 40 to 150-foot jump, or suspended obstacle course. The “Elements” (activities) each provide a challenge (physical, mental, or both), purposefully designed for people to push the limits of their self-perceived boundaries. By getting outside the comfort zone, WildPlay achieves its mission of “evolving the human” (one of four company values) through life-changing, nature-based, aerial recreation experiences.

ORIGIN

As mountain guides, WildPlay Element Parks’ founders, Tom Benson and Gord Ross, discovered the incredible potential of nature-based wellness. While helping people improve their health through fun, challenging tours, the pair became inspired to spread the benefits of active recreation to as many people as possible.

Establishing the first WildPlay location in 2006, the company has expanded to six North American sites. Each Park is built to suit and enhance its surroundings.

Their vision is realized in the expanding variety of Parks and Elements that WildPlay offers. Activities of various levels of intensity are available in largely untouched spaces, where people from all walks of life – from the curious to the courageous – come and improve their wellbeing.

PARKS & ELEMENTS

At each Park, unique mixes of Element activities combine the act of play with nature exploration. A strong dose of adrenaline, WildPlay's wacky character, and innovative design bring enthusiastic people to six locations.

WildPlay Kelowna

Forest scenic adventures.

Element activities: Aerial Adventure Courses, 40-foot What's To Fear Jump (WTF Jump), Primal Swing, Zipline Tour.

WildPlay Maple Ridge

Urban forest recreation adventures.

Element activities: Aerial Adventure Course, 40-foot What's To Fear Jump (WTF Jump)

WildPlay Naniamo

Forest scenic recreation adventures.

Element activities: Element activities: Aerial Adventure Courses, 150-foot Bungy Jump, 40-foot What's To Fear Jump (WTF Jump), Primal Swing, Zipline Tour.

WildPlay Niagara Falls

Urban nature, scenic adventures.

Element activities: WildPlay's MistRider Zipline to the Falls, WildPlay's Whirlpool Adventure Courses

WildPlay Victoria

Urban forest recreation adventures.

Element activities: Aerial Adventure Courses, 40-foot What's To Fear Jump (WTF Jump)

WildPlay Thacher

Forest scenic recreation adventures.

Element activities: Aerial Adventure Courses, 40-foot What's To Fear Jump (WTF Jump)

THE COMBO OF NATURE + PLAY

Tasting The Dirt

Demonstrating passion and respect for nature is a core value of the company. WildPlay has improved the natural landscape at its locations (including clean-up of abandoned city parks).

Elements are built to conform to existing vegetation and terrain, minimizing the impact on what existed before, and reconnect people to healthy environments.

Risk Management

Providing confidence-building, self-propelled adventure is offered without compromise for guest well-being at WildPlay Element Parks. Activities are created to challenge guests' sense of comfort, while operating with strict risk management procedures. Trained and certified Element Guides ensure that demos and supervision rules are consistently applied at all stages of an Element experience.

COMPANY TIMELINE

2005

- The WildPlay Element Parks concept took root from an observation that exposure to fun, nature-based challenges gives people of various abilities the chance to test and push their boundaries.
- Co-founders, Tom Benson (Chief Experience Officer) and Gord Ross – veteran mountain climbing guides – devised a way to create engaging adventure experiences that were accessible to as many people as possible.
- The “a-ha” moment came from the discovery of tree-to-tree style attractions in Europe and South America.

2006

- The first WildPlay Element Parks location, in Nanaimo, BC, opened in March. Initially offering the well-known Bungy Jump and Primal Swing Elements, the Park quickly introduced the company’s original Aerial Adventure Courses and Zipline Tour.

2009

- WildPlay’s second location opened in Victoria, BC. In partnership with city Parks and Recreation, the site of a neglected disc golf course was transformed into a series of Aerial Adventure Courses.

2010

- Continuing to revitalize forgotten spaces, and work with cities to improve the accessibility of their green spaces, WildPlay opened in Maple Ridge, BC. A forgotten campground at the edge of Golden Ears Park took on a new purpose with the installation of the Aerial Adventure. Families had a new place to gather, and Maple Ridge became a greater destination for residents and tourists to the Lower Mainland.

2012

- The fourth BC Park – and second multi-Element Park --- opened in Kelowna. Guests to the Okanagan now partake in many new WildPlay innovations, including spar-mounted Aerial Adventure Games (to protect the natural terrain); the longest Zipline Tour (ten consecutive zips), and a giant cliff-mounted Primal Swing with 36m drop and pendulum swing above the valley abyss.

2016

- The world-class “MistRider Zipline to the Falls” welcomed riders to the most incredible interactive experience of the Niagara River gorge. Our four side-by-side ziplines, stretching 2,200 feet, opened to mass thrill from crowds from around the globe.

2017

- The WildPlay Whirlpool Park opens A fun and thrilling experience of suspended obstacles and ziplines high above the world-famous whirlpool and Niagara gorge. Three self-paced courses include dozens of climbing, ziplining, jumping, and swinging aerial games. Our cliff-side Courses are a totally new and unique way to have a Niagara River adventure
- WildPlay opens it’s first USA park in Thacher State Park, with The aerial Adventure Course What’s to Fear Jump (WTF JUMP).

ELEMENT ACTIVITY DESCRIPTIONS

Aerial Adventure Courses

“The lost art of monkeying-around.”

A playful and active outdoor experience that encourages guests to have fun while accomplishing new challenges. On the Kids, Classic, or Extreme series of games, guests climb, zip, jump, and swing across obstacles up to sixty feet (eighteen metres) above ground. During every aerial adventure, adults, teens, and kids develop physical and mental strength, and reconnect with a sense of free-spirit found only in nature.

The Element is a self-paced activity, designed to suit (and challenge) guests ages five and older as they navigate zip lines, tree ladders, rope swings, scrambling walls, hanging nets, spinning logs, wobbly bridges, tighropes, monkey bars, and more surprising games.

Course difficulty and height progress in stages, making the Aerial Adventure a versatile recreation option for individuals, pairs, and groups of mixed age and ability. No previous experience is required, minimum reach heights apply. Equipment, demonstration, course monitoring, and encouragement are provided by qualified Element Guides. WildPlay is often visited by groups for business, birthday, and a range of celebratory occasions.

Parks with an Aerial Adventure Course: **All locations.**

Bungy Jump

“Ancient rite of passage.”

The most thrilling way for guests to unleash an outdoor experience at WildPlay Element Parks takes the form of a 150-foot (46 meter) ankle-harnessed Bungy Jump. Guests age twelve and older face the heart-pounding Element in single and tandem jumps from a trestle-inspired bridge spanning the Nanaimo River Canyon (Nanaimo, BC).

Over 260,000 courageous people have travelled from around the world to earn what WildPlay considers to be the “ancient rite of passage”. As Vancouver Island’s leading adrenaline rush, WildPlay Element Parks’ Bungy Jump is well-known for feelings of extreme fear, joy, freedom, adrenaline, and self-confidence, that last a lifetime.

Parks with a Bungy Jump: **Nanaimo.**

Primal Swing

“Arcs of Adrenaline.”

For maximum head-spinning, gut-twisting, scream-inducing fun, the Primal Swing delivers. Every intense pendulum ride starts with guests (age twelve and older), in paragliding-style harnesses and tightly cinched to cables, dangling high above the ground (or river). As anticipation builds, the countdown starts – and with a sudden rush guests plummet far into a free-fall, and wide arc, that soars across a natural abyss. The elating experience reaches speeds of up to 140kph (Nanaimo location), and stretches more than 110-feet (33.5 meters) into open space.

Parks with a Primal Swing: **Kelowna, Nanaimo.**

Zip Line Tour

“Flight – without feathers.”

Rush from the edge into open air. The exhilarating view from 100+ feet is a swift, and scenic way to let your inner thrill-seeker break free. Experienced Guides take care of the flight and fun on the Zipline Tour.

Parks with a Zip Line Tour: **Kelowna, Nanaimo.**

What’s To Fear Jump [WTF Jump]

“Freakish, tree-top, free-fall fun!”

A heart-pounding jump from a 40-foot perch. From a high tree- or spar-mounted platform, guests are securely clipped to a loose jump line. One step, hop, or tumble is all it takes to jump from the edge – into open air and enjoy a quick, exciting drop to the forest floor. The WTF Jump is a thrilling way for guests ages seven and older to feel total fun and self-confidence.

Parks with a What’s To Fear Jump: **All locations.**

SOCIAL:

- facebook.com/WildPlayElementParks
- youtube.com/WildPlayElementParks
- instagram.com/wildplayelementparks
- twitter.com/WildPlayParks

MEDIA CONTACT:

Ben Miller, WildPlay Element Parks: 250-595-2251 ext. 109 or bmiller@wildplay.com