



An industry leader and award-winning company, WildPlay has been a leader in the aerial adventure business since 2006 and has successfully developed nine major aerial adventure parks and ziplines in Canada and the USA. Led by Chief Experience Officer, Tom Benson, WildPlay encourages life-long activity and exploration through unique experiences that provide exciting adventure recreation in a risk-managed environment that pushes guests outside their comfort zone.

EXPERIENCE

Visiting a WildPlay Park means putting yourself on a thrilling zipline, a high-speed swing, 40 to 150-foot jump, or suspended obstacle course. The adventure 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.

PLAY MORE. FEAR LESS.

CORE VALUES

Evolve the human - Because life is not lived to fullness in a comfort zone, we exist to challenge people to evolve beyond their self-perceived limits.

Nurture the pride - We lead our mission through best-of-breed practices where no one gets hurt. Passionate about growth, we put first things first. We believe that humour is intelligent and underpins our focus on fun. Completionists, we are resourceful problem solvers, dependably driving results and we know when to let go. We are bravely vulnerable in our curiosity and creativity. Our inclusive family works as a creative and loyal team where empathy is a given. We challenge each other directly and never compromise our integrity. We seek awesomeness.

Taste the dirt - If you don't know Mother Earth, you won't take care of her. In our circle of influence, we grow the next generation of caretakers by establishing a sense of kinship with natural spaces. We stretch to take care of the environment in realistic ways that are achievable. Get dirty and remember the smells while you make a difference. Nothing is more primal than the elements.

Share the fruit - The labour of our business should result in an obvious and tangible

benefit to our team and to our neighbours. We foster skills growth, as mentors to fellow WildPlayers and encourage each to adventure and grow. Our evangelists link us to our communities, on and off our dirt. We have a clear social purpose that we can fulfill, and through giving and participation, we show our commitment to that.

Brand Promise - We release your original human and change the course of your life through the thrill and challenge of adventure! We make it easy to decide to “take the leap” and to have a fun and unique visit. We deliver "awesomeness" at every step along your journey with us.

ORIGIN

As mountain guides, WildPlay’s 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 across Canada and the US. Each Park is built to suit and enhance its surroundings.

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

PARKS & ADVENTURES

At each Park, unique mixes of adventure activities combine the act of play and exploration. A strong dose of adrenaline, WildPlay’s character, and innovative design bring enthusiastic people to our locations.

WildPlay Victoria

Adventure activities: Zipline Tour, Adventure Courses, What’s To Fear Jump (WTF Jump), HarbourCats Baseball Zipline (Signature Zipline).

WildPlay Nanaimo

Adventure activities: Adventure Courses, 150-foot Bungy Jump, What’s To Fear Jump (WTF Jump), Primal Swing, Zipline Tour, Harbour Zipline (Signature Zipline).

WildPlay Maple Ridge

Adventure activities: Adventure Course, What’s To Fear Jump (WTF Jump).

WildPlay Kelowna

Adventure activities: Adventure Courses, What’s To Fear Jump (WTF Jump), Primal Swing, Zipline Tour.

WildPlay Niagara Falls

Adventure activities: MistRider Zipline to the Falls (Signature Zipline), Whirlpool Adventure Courses.

WildPlay Thacher

Adventure activities: Adventure Courses, What's To Fear Jump (WTF Jump).

WildPlay Jones Beach

Adventure activities: Jones Beach Zipline (Signature Zipline), Adventure Courses, 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. 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.

Our adventure courses operate on a continuous belay system. Guests cannot (without significant effort) remove themselves from the course when they are off the ground.

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 its first USA park in Thacher State Park, with the aerial Adventure Course What’s to Fear Jump (WTF JUMP).

2018

- WildPlay opens the Harbour Zipline in downtown Nanaimo, BC. The thrilling ride sends you soaring across the Swy-A-Lana lagoon right in the heart of the historic harbour.

2019

- The WildPlay zipline at Royal Athletic Park is installed in Victoria, BC. The 400-foot WildPlay zipline is the first of its kind within Victoria City limits and the first zipline of its kind operating inside a ballpark in North America and can be ridden at any HarbourCats WCL game.
- WildPlay opens an exciting adventure park on Historic Jones Beach. The park features a 700ft zipline, Kids Adventure Course, Classic & Extreme Adventure Course and a 40-foot WTF Jump.

ADVENTURE ACTIVITY DESCRIPTIONS

Adventure Courses

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.

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.

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

Bungy Jump

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

Nanaimo River Canyon. Over 260,000 courageous people have travelled from around the world to take the plunge.

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

Primal Swing

If you feel the need for speed, you'll love this wild ride. Go solo or bring a buddy with you as you fling over 150ft in a pendulum motion across the wide river canyon and back. Don't bother styling your hair before this one.

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

Zipline Tour

Rush from the edge into open air. These exhilarating views are a swift, and scenic way to let your inner thrill-seeker break free. Experienced Guides take care of everything from start to finish.

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

Signature Ziplines

Breathtaking unique locations located throughout North America as a single or quad zipline. Our side-by-side ziplines mean you can ride alongside family and friends, taking in the spectacular views along the way.

Parks with a signature zipline: **Victoria, Nanaimo, Niagara Falls, Jones Beach.**

What's To Fear Jump [WTF Jump]

You'll start by climbing up a rope ladder and onto a wooden platform. Then, you'll be securely tethered to a jump line. When you're ready, leap off the edge of the platform and enjoy the ride down! The jump line ensures you'll land softly on your feet. 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:

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