

July 1, 2009

Get Wild and You Can Get Away

Victoria, BC: WildPlay Whistler is offering BC Mainland residents an opportunity to get wild and get away with their Name the ZOOM Zip Lines contest. ZOOM is made up of five zip lines. Each needs a name and WildPlay is asking thrill seekers for help. In addition to the prestige of naming one of the lines, authors of winning names will win an Ultimate WildPlayer trip to WildPlay Nanaimo.

"Each dual zip line offers different scenery, speeds and distance and we'd like help capturing the unique personality of each one," says Tom Benson, President of WildPlay Ltd. "We think the experience helps with the inspiration."

The author of each winning name will be treated to an Ultimate WildPlayer Weekend including two WildPlayer passes, passage for a vehicle and two passengers on BC Ferries and one night's accommodation for two at the Coast Bastion Hotel in Nanaimo. The WildPlayer pass includes admission to all four of WildPlay Nanaimo's activities including Bungy Jump, the Monkido Full Course, the King Swing and the Canyon Zip. Each person also receives a Bungy Jump certificate, a video of the jump on CD-ROM and a WildPlay T-shirt.

ZOOM is a dual zip-line system with cables running side by side, enabling two guests to experience the thrill at the same time. A network of trails and boardwalks connects the five zip lines. The longest line is over 1,500 feet long. Starting 400 feet above the ground, this line drops 200 feet from launch to landing, propelling some guests to speeds of up to 100 km/h. The ZOOM tour takes about three hours to complete.

The Name the ZOOM Zip Lines contest is open from July 1 to July 31. Customers may participate in the contest by completing an entry form at WildPlay Whistler or by submitting an entry through www.wildplay.com. Winners will be contacted by phone or email by August 15.

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 Monkido courses are built to operate within the natural environment, causing minimal impact on the landscape. WildPlay's first park, WildPlay Nanaimo, opened in March 2006. In 2008, WildPlay Nanaimo was awarded the Nanaimo Economic Development Group Leading EDG Award and the Tourism Vancouver Island Raising the Bar Award. See www.wildplay.com for information.

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