



PRESS RELEASE

METRONATIONAL
945 BUNKER HILL
SUITE 400
HOUSTON, TEXAS 77024

713.973.6400
MEMORIALCITY.COM



MEMORIAL CITY NOW HOME TO FROLIC'S CASTLE - LARGEST INDOOR SOFT PLAY AREA IN A SHOPPING CENTER IN THE WORLD

GRAND OPENING EVENT FEATURED RIBBON CUTTING BY SHADOW OAKS ELEMENTARY AND MAGICAL MEDIEVAL FESTIVAL

HOUSTON (October 18, 2014) - Calling all children who love to dream of medieval times where sweet dragons, sleeping giants, wizards and princesses ruled the land. On Saturday, October 18, 2014, Memorial City opened Frolic's Castle, the largest indoor soft play area in a shopping center in the world! Located in the Sears wing of Memorial City Mall, the expansive play area features the castle home of Frolic the friendly green dragon, his purple wife Felicity and their young son, Puffy.

As part of the grand opening festivities, Principal Julie Baggerly and children from Shadow Oaks Elementary in Spring Branch ISD, as well as their families, were invited to Frolic's Castle, where they helped "cut the ribbon," opening the play area to the public. While enjoying Frolic's Castle and its many features, the children were also treated to a Magical Medieval Festival, complete with a wise wizard, silly stilt walker, juggling jester and many other characters. If that is not enough, Chick-fil-A was on hand to provide a delicious breakfast for the attendees.

"Frolic's Castle and the surrounding Enchanted Forest is any young knight or princess's dream come true. We were pleased to share the opening of this memorable play area with the children of Shadow Oaks Elementary," commented Harry Hadland, VP of Property Management, Retail and Hospitality for MetroNational. "Ultimately, our goal is to provide our guests with best-of-class amenities at Memorial City Mall and Frolic's Castle was built to provide lasting memories and delight to the families who visit this one-of-a-kind play area."

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As children enter the magical land of Frolic's Castle, Puffy, the son of Frolic and Felicity, welcomes all guests with a special spoken greeting as his mother and father fly high over the Enchanted Forest, keeping a watchful eye on their son and the royal subjects below. However, the centerpiece of Frolic's Castle is a three level, medieval, stone-faced castle set in an Enchanted Forest, filled with wizards, knights and friendly fire-breathing dragons. The castle features a drawbridge, where children can explore all the chambers of the castle, each containing a variety of fun, interactive play features. From atop the castle, kids will also enjoy a lofty view of the magical creatures below and be transported into the Enchanted Forest via a two-level spiral tube slide.

Besides whimsical characters, the Enchanted Forest also contains a wood-like catapult slide that leads children to a magic frog prince, which is also a climbing feature. Unlike many other indoor play areas, a highlight of Frolic's Castle are the many interactive sound features, including a snoring giant, a bubbling cauldron, a grumpy ogre and other fanciful creatures such as a frog prince and a baby dragon. Tunnels, slides and climbing features are sprinkled throughout the magical land to encourage physical activity and dexterity. Interactive play panels provide less active play for younger guests as well as guests with limited mobility. In addition, a unique story time area is located under an enchanted tree – the perfect setting for parents to read to their little ones.

If friendly dragons, two-story slides and noise-making characters aren't enough, parents may snap a photo of their child in a special knight or princess photo cut-out feature. Plus, children will be transfixed and their imaginations sparked by the number and variety of creatures that await them when they tunnel through a storybook cottage, slide down a giant enchanted tree or climb on a wise wizard or gallant knight.

The fully ADA accessible 3,010 square-foot play area is custom designed by Playtime, LLC. It is a fully-enclosed play area that is designed for children 48" tall and under and may accommodate approximately 165 persons. Surrounded by a 42-inch wall, Frolic's Castle meets all American Society for Testing and Materials (ASTM) safety guidelines. All features are made of soft-sculpted foam and are naturally anti-bacterial ensuring a safe and healthy play experience. The play area will be staffed by a security officer during all operating hours and children must be accompanied by a parent at all times.

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ABOUT MEMORIAL CITY

The city-within-a-city, Memorial City is a premier mixed-use development owned and managed by MetroNational. Located in west Houston, Memorial City runs along the Interstate 10 corridor, just inside Beltway 8, and contains 7.6 million square-feet of developed real estate across 265 acres. Memorial City is a unique blend of Class A office space; retail, including the 1.7 million square foot Memorial City Mall; garden and high-rise residential living; upscale hotel accommodations including The Westin Memorial City; and the Memorial Hermann Memorial City Medical Center, the second largest medical campus in the Houston metropolitan area. For more information visit www.memorialcity.com.

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