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## **MAGIQUEST® OPENS AT MALL OF AMERICA – VISITORS CAN NOW SLAY DRAGONS, DUEL GOBLINS AND MORE WITH THE WAVE OF A WAND**

*Players Star in Interactive, Live Action Video Game*

Bloomington, Minn. (Monday, October 12, 2009) - MagiQuest®, the world's largest live action fantasy game that bridges the gap between physical play and computer play, is now open on the third level of Mall of America outside Sears.

The 12,000 square-foot adventure complex allows guests to step into a world of mystery, magic and adventure where they can fight goblins, slay dragons and interact with magical creatures including pixies, princesses and more.

"MagiQuest is an amazing adventure where you'll literally find imaginations running wild," said Denise Weston, co-founder and Director of Imagination at MagiQuest. "MagiQuest is a perfect way to combine physical play and computer play while kids or the entire family work together to solve problems and make great memories."

MagiQuest players, otherwise known as Magi, enter the interactive game featuring three-dimensional characters, creatures and scenes where an adventure is unlocked by a magic wand that players carry throughout their quests. Players buy and adorn the magic wand, which can trigger more than 100 special effects throughout the MagiQuest facility. Using the wand as a wireless controller, Magi use clues and hints to solve problems and progress through the game while earning points and power and encountering unique challenges. The wand remembers all of the 'moves' made in the game and can be used for future visits to any MagiQuest location so the game never ends. The ground-breaking technology created for MagiQuest was voted best new interactive gaming technology of 2006 by the Themed Entertainment Association (THEA).

Weston, a self-described "playologist" is also a psychologist and a national expert on interactive play, has written several books on playful parenting and kids play. She and co-founders Rick Briggs, Fred Frantz and Jonathan Barney partnered in 1999 to form Creative Kingdoms, which is a company dedicated to creating attractions that keep kids active and engaged. Their partnership resulted in MagiQuest and other ground-breaking attractions that change the way kids play.

"The beauty of MagiQuest is that kids are engaged, challenged, learning and most importantly having fun," Weston said. "MagiQuest also transcends generations so parents and even grandparents can enjoy and participate in the game at all levels."

MagiQuest at Mall of America is the thirteenth MagiQuest location in the United States with two additional locations in Japan. MagiQuest is located in Myrtle Beach, South Carolina; East Hanover, New Jersey; Pigeon Forge, Tennessee and in nine Great Wolf Resort locations including Wisconsin Dells, Wisconsin and Kansas City, Kansas. Since its first location opened in 2005, MagiQuest has sold more than one million hours of gaming. MagiQuest is open Monday - Saturday at 10:00 a.m. with the last Magi admitted at 9:00 p.m. and Sunday at 11:00 a.m. with the last Magi admitted at 7:00 p.m.

For more information, visit [www.magiquest.com](http://www.magiquest.com).

**About MagiQuest®**

As the world's largest live action game, MagiQuest allows kids of all ages to unlock a fantasy world filled with magic, mystery and adventure through the sophisticated technology of a magic wand. Developed by Creative Kingdoms, the technology utilized in MagiQuest helps bridge the gap between physical play and computer play while taking visitors on a series of challenging quests with a cast of colorful characters. For more information, visit [www.magiquest.com](http://www.magiquest.com).

**About Mall of America®**

Mall of America is the nation's largest retail and entertainment complex. At 4.2 million square feet, MOA® is home to more than 520 world-class shops; Nickelodeon Universe®, the nation's largest indoor family amusement park; Underwater Adventures® Aquarium, a 1.2 million gallon walk-through aquarium; Moose Mountain Adventure Golf; Theatres at Mall of America™ - a 14-screen movie theater with VIP theatre and more. The Mall opened in August of 1992 and is located in Bloomington, Minn., just minutes from downtown Minneapolis and St. Paul. For more information, visit [www.mallofamerica.com](http://www.mallofamerica.com).

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