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## MAGIQUEST LAUNCHES THE SPRING BREAK MASTER MAGI COMPETITION

*Magi With Highest Scores to Compete for  
One Free Year at MagiQuest*

**Bloomington, Minn.** (March 8, 2010) – Families planning a “staycation” for spring break can still experience a fantasy getaway at MagiQuest in Mall of America. MagiQuest is launching the “Master Magi Competition” during the spring break season, and one lucky “Magi” from two age groups will win a free year-long pass to the world’s largest live-action fantasy game that opened last fall at Mall of America.

Magi with the highest scores (in the 12 and under and 12 to 18 age groups) during weekdays between March 22 to 26, March 29 to April 2, and April 5 to 9, will be invited to compete in the Master Magi Championship Competition on Sunday, April 11, at MagiQuest. Fifteen Magi finalists in each age group will be chosen to compete, and the winners will receive a one-year pass for free questing at MagiQuest Mall of America. All other competitors will also receive prizes from MagiQuest. Participants and followers will be able to track contest developments on MagiQuest’s Facebook page.

“Parents are constantly looking for unique things to do over spring break and MagiQuest offers a great physical and intellectual challenge for kids and families right in their own backyards,” said Denise Weston, co-founder and director of imagination for MagiQuest. “Instead of sitting in front of

a video game, at MagiQuest kids of all ages can activate their imaginations in a world of fantasy where they'll save pixies, fight dragons, duel goblins and more. This spring break competition is a great opportunity to reward frequent players while introducing the MagiQuest adventure experience to new players."

Individuals can invest in a wand and adventure time for as low as \$24.99 and begin their journey through MagiQuest's 12,000 square-foot adventure facility. Additional time can be purchased starting at \$10.99.

The wands remember all of the "moves" made in the game and can be used at all of the 13 MagiQuest locations in the United States, including Great Wolf Lodge in Wisconsin Dells, so the game never ends. There also are two additional locations in Japan. MagiQuest at Mall of America is open Monday - Saturday at 10 a.m. with the last visitor admitted at 8 p.m. and Sunday at 11 a.m. with the last visitor admitted at 6 p.m.

**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).

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