

KINGDOM LOCATION:
YORKTOWN SHOPPING CENTER
106 YORKTOWN CENTER
LOMBARD, IL 60148
PH: 1.877.797.8855
WWW.MAGIQUESTCHICAGO.COM



LET THE GAME BEGIN.

BUSINESS OFFICE:
MAGIQUEST CHICAGO
1301 WEST 22ND STREET
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FOR IMMEDIATE RELEASE

DRAGONS, GOBLINS AND PIXIES MOVE INTO NEW HOME AT YORKTOWN SHOPPING CENTER IN APRIL

*Local Family Opens First MagiQuest in Illinois;
Guests Star in Interactive Live Action Video Game*

Lombard, Ill. – MagiQuest®, a new interactive live-action game that bridges the gap between physical play and computer play, opens April 1 in a 19,000 square foot location at Yorktown Shopping Center on the lower level near Lucky Strike Lanes.

Select your magic wand and prepare to discover the secrets of MagiQuest. Guests become players, known as “Magi”, in this enchanted fantasy world, and use personalized magic wands to unlock the secrets of the Kingdom. Players create their own storyline in this game and gain the skill to battle Charlock, the red dragon; duel the Goblin King; or help the pixie regain her ability to fly.

The most intriguing element of MagiQuest is the magic wand. Guests will purchase a beautifully carved magic wand that is theirs to keep. With the wand, portraits come to life, treasure chests open on command, cauldrons boil and the Crown Jewels magically sparkle. The wand not only enchants objects and creatures in the 19,000-square-foot kingdom, but it also remembers the



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players' character and records progress in the game so Magi may return at a later date to continue their game.

Jim and Kirsten Legner are opening this MagiQuest location. They are 10-year residents of Clarendon Hills, Ill. and parents of three kids ranging from 4 to 9 years old. "I look at everything not just as a business owner, but as a mom. Moms want to share experiences with their kids that are fun and have value," said Kirsten, CEO of MagiQuest Chicago. "We asked ourselves, 'How do we entertain our kids?' and we realized that we actually have the most fun at places where the activities do more than just amuse us.

"Our first visit to MagiQuest concluded after we played for six hours straight. Our kids were amazed by the magic they created and went to bed happy and exhausted," she continued. "We knew then that MagiQuest would be a great addition to the terrific family entertainment options already available in Chicagoland. MagiQuest is an immersive, imaginative and challenging game about character-building through curiosity and collaboration. Kids don't just passively play the game; they really become a part of it and they love it."

Denise Weston, one of the original founders of MagiQuest, is a psychologist, author and an expert on children learning through play; plus a busy mom of three herself. Denise revolutionized the art of play by discovering an innovative way to combine computer play and physical activity for children. Her "ah-ha!" moment came while watching her 3-year-old master the computer, and noticing the lack of any social interaction beyond the screen. Poof! MagiQuest was born. "MagiQuest is an amazing adventure where you'll literally find imaginations running wild," said Denise. "It is the perfect way to combine physical play and



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computer play while kids or the entire family work together to solve problems and make great memories.” With more than 25 years of experience, Denise has consulted for companies such as Hasbro, Disney, Six Flags Ohio and Baltimore Children’s Museum, Port Discovery.

MagiQuest is not a one-time only experience – the inherent nature of any good video game is that it compels the players to want to make progress. The 20 quests and four adventures at MagiQuest in Yorktown Shopping Center cannot be completed in less than eight hours. Players can also find 14 other MagiQuests in the United States, plus two in Japan, and their wand will recognize them at each location. An online version of the game is set to launch later this year, as well.

MagiQuest Chicago opens April 1, and will be open Monday through Saturday from 10 a.m. to 9 p.m. Sunday hours are 11 a.m. to 6 p.m.

To play MagiQuest, players must first make a one-time purchase of a magic wand, which retail for \$16.95. The desired amount of game time will then be purchased for \$4.95 for each 30-minute block of time. Once a Magi’s wand is registered, players can stop in and play for as little as a half hour or spend the afternoon progressing through the game.

Group events and birthday party packages are also available.

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About MagiQuest®

MagiQuest immerses players into a world of fantasy propelled by sophisticated technology to bring families and friends of all ages together to play the way people like to play today...only better. The MagiQuest concept was created by Creative Kingdoms, which intertwines fantasy and reality to develop innovative attractions. Creative Kingdoms was co-founded in 1999 to invent new technologies that put 'magic' in the hands of people around the world. For more information, visit www.magiquest.com.

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