



A&W Makes Play Pay!

New Canadian site has first Soft Play® PlayPark

When Bernard Cyr opened his first restaurant in Canada's Magdalen Islands back in 1978, he probably didn't picture dozens of kids playing in a colorful playpark while their parents kicked back to enjoy a relaxing meal.

After growing Developments Cyrex into this tourist destination's most successful foodservice & hospitality operator, that's exactly the scene each day at his newest addition, the island's first **A&W restaurant!**

This 86 seat A&W opened in Batiment Cyrco, an entertainment center housing the Cinema Cyrco movie theater. To attract and retain the family market, the new site included a state-of-the-art **Soft Play® park.**

WHY ADD PLAY TO YOUR MENU?

Each A&W may have its own reasons to benefit from including play...

- To profit from a strong family market in the trading area
- To maximize family business in touristed areas
- To compete against other chains offering play

SOFT PLAY® - THE RESTAURANT PLAY EXPERTS

Soft Play® is the world leader in soft contained play equipment. With over 8,500 revenue-building parks installed since 1984 we know what it takes to make a popular, profitable and manageable restaurant PlayPark:

- Low maintenance
- Easy monitoring
- Superior play value
- Safety
- Flexibility
- Visual appeal

Soft Play® combines the skills of designers, engineers, child psychologists & professional safety experts to create playparks that are stimulating, imaginative & safe. They are proven to attract customers and build restaurant revenue.

Montreal based Amusement Concepts handles distribution, installation and service of Soft Play® across Canada.

TOPS IN PLAY VALUE WITH KIDERGY® PLAY

A&W Manager Patrick Chevarie was very impressed with the exciting and unique playpark we fit into just 220 sq.ft.!

His park's multiple activities include...

- Kidergy® play - patented, kid controlled moving Police Car & Aviator with real working propeller.
- Variety - 7 different kinds of play experiences to keep kids coming back
- Capacity - plays 18 kids
- Cool look - Features A&W orange plus more bold colors that draw attention & coordinate with the restaurant.



Soft Play® park for A&W, Magdalen Islands, QC



Mini parks for small spaces



Kidergy® Police Car - Bounces on springs with kids' motion



Kidergy® Aviator - Kids spin working propeller. One of 45+ interactive play components!

AMUSEMENT CONCEPTS PLAY · EXPERTS INC.

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CUSTOMER REACTION & SALES...

"Kids & parents adore the park – they're amazed to find this type of attraction in their market" says Patrick Chevarie.

"Parents love the look, kids love the slide. Kids go straight into the park while their parents order, come out to eat, and go back to play while mom & dad relax and finish their meals.

The park is the perfect size for us. Kids play 30-45 minutes while everyone eats. Since opening in 2002, the whole center is doing even better than we expected. People love it!"

"We are very happy with Soft Play®'s product and Amusement Concepts' service and wouldn't change a thing if we were doing it all again!"

HOW SOFT PLAY MAKES BETTER PARKS

Safety

Parks are ASTM compliant, meeting the toughest international industry standards. Our manufacturing is ISO certified.

Variety

Many different types of experiences keep kids interested, guaranteeing return visits.

All ages

The parks offer activities for older & younger players.

Ultra low maintenance

Since you run a restaurant, not a playground, minimizing park cleaning & maintenance is crucial. Soft Play's many exclusive features make our parks nearly maintenance free...

Tuffnet® - vinyl coated metal net on all exposed panels is climb, cut, wear & vandal & fingerprint proof.

Tuffpads® - vinyl dipped post pads cover all exposed pipeframe for safety. These glossy pads wipe clean, don't chip.

Heat seals – plastic components are heat sealed and bolted together to eliminate future gaps that can trap dirt or small fingers.

Plastic platforms – solid plastic climbs wipe clean & resist wear.

PERSONAL SERVICE

Your park starts with a one-on-one meeting with Brian Rocklin, Amusement Concepts' Director. He has personally developed hundreds of successful Soft Play parks since 1994.

Brian provides a FREE custom design service that includes 3D color plans highlighting your park, a detailed explanation of features & benefits, and an impressive portfolio of completed projects to help visualize your new park.



Play panels, tables & houses for your smaller spaces.

ONE STOP FOR PLAY & DECOR

Amusement Concepts is dedicated to helping A&W build revenue & smiles with our unique play & decor products:

- Soft Play® playparks
- Toddler play for kids under 3 years
- Play houses & activity panels for small spaces
- Standard & custom benches, chairs, tables, signs, flooring & murals (indoor/outdoor).



Custom tables feature any graphic, in any shape!

To see the full catalogue on line, visit www.softplay.com

For more information on making play pay for your A&W, **call Amusement Concepts at 800-661-AMUS and ask about our FREE CUSTOM PARK DESIGN SERVICE.**



Exclusive ultra-low maintenance features include Tuffnet® coated metal climb proof netting & Tuffpads® vinyl dipped post pads.



Amazer panel - 3-in-1 built in play panel for younger players

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