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Finnish “SuperPark” to Land in Malaysia

Friendliest All-in-One Indoor Activity Park to Create a Uniquely Fun and Joyful Experience for Malaysia through Movement and Play



KUALA LUMPUR, NOVEMBER 7 - SuperPark, the friendliest all-in-one indoor activity park in the world from Finland, is about to bring a new wave of energy into Malaysia’s lifestyle scene! SuperPark Malaysia will officially launch in the first week of December 2018.

Boasting a 40,000 square foot site in the heart of Kuala Lumpur, SuperPark Malaysia will bring joyful play to Malaysians of all walks of life, offering over 20 fun, healthy and energizing activities under one roof at Avenue K Shopping Mall. Expect bubbling laughter, beaming smiles and red cheeks from kids, teenagers and adults alike.

Exclusive to Malaysia is the 2,500 square foot **skate rink** which is made from an artificial, 100% recyclable and non-toxic synthetic ice that is quality and environmentally certified (TÜV SIO 9001 & 14001). The rink will be able to stand up to the most demanding of athletic requirements, and the synthetic ice reacts and responds just like conventional ice! Some of the benefits of synthetic ice is that there is no water, and is safe enough to walk on without fear of slipping. It provides hockey and skaters the ability to stop, turn and pirouettes just as well as the real thing.

Global CEO of SuperPark, Mr. Juha Tanskanen said, “Our goal is to share the sheer joy of movement and play with people of all ages and fitness levels. To do this, we’ve created the friendliest activity park in the world, a place of health and happiness where everyone is welcomed like an old friend. Malaysia will fall in love with the ‘Superparking lifestyle’ of joyful play, friendship and better health.”



Following SuperPark Hong Kong, that will celebrate its first anniversary soon, and SuperPark Singapore, which will open on 17 November 2018, SuperPark Malaysia will also live and breathe the authentic SuperPark concept.

- SuperPark Malaysia will offer over 20 activities, based on three themed areas.
 - **The Adventure Area**
Offering exciting play activities for younger children and parents, including **iWall** (interactive parkour game), **Flying Fox** (zip wires), **Tube Slide** (slides), **Kid's Gym** (Toddlers area), **Kid's Adventure City** (playtowers), **Pedal Car Track** and much, much more.
 - **The Game Arena**
Youngsters can swing for the stands in the **Baseball** nets, hone their jump shot at **Street Basketball**, or compete with **RoboKeeper** (AI goalkeeper). Performance is measured by radar and other digital systems, so kids can challenge their friends (or parents!).
 - **The Freestyle Hall**
Teenagers can put down the smartphone and challenge themselves with **SuperClimb** (tailor made fun climbing concept) and the new **Ninja Track** (warrior obstacle course). They can also venture into **Skate and Scoot World**, bounce on **Trampoline Platform**, and attack the **Augmented Climbing Wall**, and glide on the one-of-a-kind **skate rink**.

At SuperPark Malaysia, children and youngsters at heart will be thrilled by a wealth of new sports and activities, with all equipment rental such as scooter, helmet etc. included in the ticket price. All activities take place under the guidance of experienced staff, many of which are recognized coaches, and are safely away from rain, pollution, high UV or bugs and mosquitos all year round.

Best of all, SuperPark is not only for the kids and youngsters. SuperPark Malaysia has been purpose-built to allow everyone to join in the fun and keep active.

“We know how important family, friendship and leisure is to people in Malaysia. What is great about the ‘Superparking lifestyle’ is that everyone can join in and have quality bonding time through light or extreme sports activities. At SuperPark Malaysia, children, teenagers, parents and even grandparents can all play, be active and have fun together,” said Mr. Mark Kumarasinhe, Asia CEO of SuperPark.

Family is at the heart of the SuperPark story. Taneli Sutinen, a Finnish businessman, was sitting in a café with a newspaper one day when his four-year-old daughter grabbed him by the arm and insisted that he come play with her. Tangled among the child-sized tunnels and slides, he had a light-bulb moment: why not create an activity



park where children and adults could play side-by-side easily, and thus the Superparking lifestyle was born.

The first SuperPark opened in Vuokatti, Finland in 2012, and was soon followed by 12 more sites in the Nordic country. Now, the 'Superparking lifestyle' is going global. SuperPark Malaysia marks the continuation of an international expansion wave that includes Sweden, France, Hong Kong, China and Singapore. The dream is to see hundreds, if not thousands, of SuperParks all over the globe, bringing families together through the power of joyful play.

Prices range from RM30 - RM50 per person (prices vary for weekdays and holidays, which include weekends, public holidays and school holidays). Six party rooms will also be available for group, birthday or corporate activities, making SuperPark ideal for company team-building activities, birthday parties, friends' reunions or family celebrations.

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About SuperPark

SuperPark, the friendliest all-in-one indoor activity park in the world, first opened in Vuokatti, Finland in 2012. There are currently 13 SuperParks in Finland. Its goal is to share the sheer joy of movement and play with people of all ages and fitness levels.

SuperPark Malaysia marks the third stop of an international expansion wave that includes Sweden, France, Hong Kong, China and Singapore. It will boast a 40,000 square foot site at Avenue K Shopping Mall in Kuala Lumpur with 3 distinct areas and 6 party rooms available.

For more information about SuperPark:

- Visit SuperPark's global website: www.superpark.fi/en
- Visit SuperPark Malaysia's website: www.superpark.com.my
- Download SuperPark's images: [SuperPark Images Dropbox Link](#) (right click)

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