



## More Than Just Running & Swinging

August 1, 2011

Reka Setia Playground Sdn. Bhd. (REKA), Malaysia's Premier Playground and Fitness Equipment Provider has today launched its first indoor playland, the REKA ZONE Indoor Playland, at the IOI Mall in Puchong.



*L-R: Ms Jamie Lim, Executive Director of Reka Setia Playground, Mr. Andy Low, Managing Director of Reka Setia Playground, Cik Norani Bt Hj Mohd Hashim, Deputy Director General (Operational Division) Department of Social Welfare (JKM), Datin Fauziah Hj. Ramly, Yang Dipertua Persatuan Siswazah Wanita Malaysia and Puan Zubaidah, Principal of Rumah Kanak-Kanak Tengku Budriah, Cheras*

Built on a floor size of 5,062 square feet, REKA ZONE Indoor Playland is set to wow parents and children with its cognitive stimulating equipments.

“Children’s play needs in the 21st century are not limited to simply running and swinging, they should be designed to help them think, symbolise, construct and create. The diversity and richness of playlands and playgrounds, with equipments that are movable and complex are important for children to adapt to their play schemes rather than basic, dormant equipments,” said Andy Low, Managing Director of Reka Setia Playground Sdn. Bhd.

“We realise that in this digital age, kids are missing out on a very important life element – Play. REKA’s equipments and playland concept are created to bring joy and fun into their early learning process. Besides, this playland creates opportunities for parents and children to bond with each other, builds close-knitted relationships and enhances existing family values,” he enthused.

The brightly coloured playland features five sections:

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- Section A: Main entrance, ticketing counter & snack counter
- Section B: Toddler Play – play area for toddlers below three years old □

- Section C: Foam Ball Arena – play area with cannon shooting and a ball fountain
- Section D: Function area for birthday parties and similar programmes during weekdays
- Section E: Crawl Play – play area with crawling tubes and rock climbers

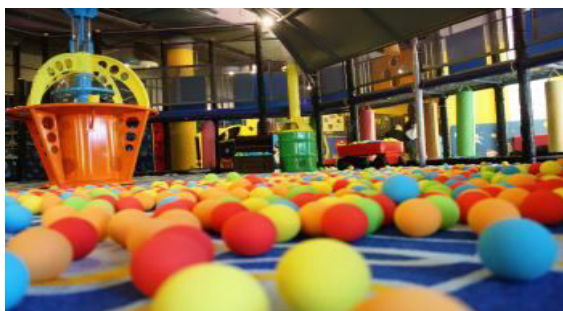


REKA ZONE Indoor Playland, IOI Mall, Puchong

In conjunction with the launch of REKA ZONE Indoor Playland, children from Rumah Kanak-Kanak Tengku Budriah (Cheras) were given a special treat at the playland for a day of fun. Moreover, the fun did not just end here. REKA is donating to the home one specially designed playground equipment – the REKA RS 9000 – worth RM17,500. Rumah Kanak-Kanak Tengku Budriah is one of the eleven children’s homes under the supervision of the Department of Social Welfare (JKM). The home is currently caring for 203 children from one month to 17 years old.

“This playground is a small token from us to these deserving children. At REKA, we firmly believe that all children should not be left out on any form of learning process, especially one that can help stimulate cognitive learning through ‘play’ experience,” said Low.

In line with REKA’s commitment to provide a constructive and fun environment to promote physical, cognitive, emotional and cultural development, REKA ZONE Indoor Playland is fitted with REKA’s best equipments suitable for children aged 2 to 12. The playland will be opened to public from 10.30 a.m. to 9.30 p.m. from Mondays to Thursdays, 10.30 a.m. to 10.30 p.m. on Fridays, Saturdays, School Holidays, Eve & Public Holidays and on Sunday from 10.30 a.m. to 10.00 p.m.



*REKA ZONE Indoor Playland*