



THE MAGIC AREN'T THE ONLY PLAYERS AT NEW AMWAY CENTER

STUFF's Magic Castle kids zone presented by CLUB WYNDHAM® brings an imaginative family play area to the Orlando Magic

VENICE, Calif., November 9, 2010/PRNewswire-USNewswire/ -- When the [Orlando Magic](#) set out to create the best game experience in the NBA at the [Amway Center](#), a world-class destination for kids and families was at the top of their list. So they enlisted California-based [RipBang Studios](#), known for their inventive branded play areas such as **PBS Kids' Backyard** and the **Phoenix Suns' APS Jungle**, to create a family zone that would set the standard for the league.

The result of this collaboration is a new home for the Magic's beloved mascot, STUFF. The 2,400 square-foot basketball themed play area incorporates custom murals, basketball hoops, climbing structures, a slide and lots of fun activities to help young Magic fans burn off a little extra energy practicing their Dwight dunks. By bringing a play area to the arena, the Magic have extended the game experience to fans of all ages. The introduction of a \$5 game ticket also seeks to include families of every price point. Adjoining premium amenities such as a parents seating areas, specially themed concessions, dining areas, the O3 Beverage Bar, a kid-friendly Magic Stuff retail, mini arcade and plenty of monitors combine to make STUFF's Magic Castle kids zone presented by CLUB WYNDHAM® a perfect place for the whole family to enjoy the game.

"Our goal was to deliver a fun new experience that young Magic fans would love as much as their crazy mascot," said RipBang Creative Director [Bob Bangham](#), "so we built him the ultimate dragon's lair, full of all things that basketball loving dragons - and kids - love to do."

"The imagination and creativity that RipBang brought to the project exceeded everyone's expectations," said Magic President Alex Martins. "STUFF's Magic Castle has already attracted a lot of attention from our fans, and I am sure it will garner attention and appreciation from all visitors to Amway Center."

ABOUT RIPBANG

RipBang Studios creates immersive experiences that build strong connections between consumers and brands. We call it Experiential Branding and it's the difference between telling people about your brand and letting them experience the benefits for themselves. When done right, it's the most powerful tool out there to win brand loyalty.

Since 1999, RipBang Studios has delivered innovative permanent and temporary solutions for stadiums, arenas, event venues and entertainment destinations that integrate graphics and with venue amenities to create happy fans. As a full service creative agency, everything we do has a fan-first mentality.

For photos and more information about RipBang Studios, visit <http://www.ripbangstudios.com/AmwayCenter/>

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