

**For Immediate Release
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Maziply Announces New Attractions

Three New Attractions Added to One of the Largest Specialty Toy Stores in New England

Kingston, MA— September 20, 2018 — Today, Maziply is excited to announce that in addition to opening one of the largest specialty toy stores in New England, customers can also look forward to three new attractions.

“We want to create a fully interactive and engaging experience for our customers. Our goal is to help children develop through play, while also bringing out the inner-child in adults.” said Scott Mazerall, President & CEO of Maziply

New Toy Store

Maziply Toys will be moving to a new 12,000 sq. ft space at the Kingston Collection in Kingston, Massachusetts. The move will be in early October and will be located at Center-Court. This new space will allow Maziply Toys to fill a void in the toy industry in South-Eastern Massachusetts with a destination experience that is one-of-a-kind. While many customers have benefited from the knowledge and experience of Maziply Toys, this new space will allow for a more diverse offering of toys with many products on display to engage and play with.

Scott said, “What really excites us is knowing that we will no longer be restricted on selection by space. We can really explore some exciting new possibilities and dramatically increase our toy offerings.”

Three New Attractions

Three new attractions will be added in the coming months to Maziply Toys.

1. **Bumper Cars:** Maziplay Toys plans to bring this classic attraction to the Kingston Collection in October of 2018.
2. **Beam Virtual Floor Gaming:** Maziplay Toys will be shaking up playtime in a big way with BEAM, an interactive virtual playground featuring active and engaging games for children of all ages. Beam is expected to be available in October of 2018.
3. **Mirror Maze:** Maziplay Toys will also be bringing in another classic attraction to the Kingston Collection in the coming months and it is already under development by MLSC Games Interactive, the world leader in Mirror Mazes. The Mirror Maze will challenge individuals of all ages as well as create a fun and exciting experience for families to accomplish together.

“We are beyond thrilled to be building a mirror maze for one of the largest toy stores in New England.” said Marisa McAdorey of MLSC Games Interactive.

Bringing new attractions to Maziplay Toys is driven by customer feedback and the growth of family focus at the Kingston Collection. Maziplay Toys will provide fun for all ages in a convenient one-of-a-kind store that’s centrally located between Boston, Providence, and Cape Cod.

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Founded in 2014 by Scott and Kerri Mazerall, Maziplay is an award-winning toy store where play is the foundation of our children’s ability to grow. Maziplay Toys is a member of the American Specialty Toy Retailing Association (ASTRA). Scott Mazerall is also a Certified Play Expert (CPE) and is well-versed in the relationship between development and play.

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For More Information

Scott Mazerall, CPE
(781) 582-8697
mail@maziply.com

For more information on Products or Attractions:

www.maziply.com