



## NEWS RELEASE

---

**Media Contact:**

Amanda Vela | (317) 873-1585 | [www.zionsville-in.gov](http://www.zionsville-in.gov) | [Facebook](#) | [Twitter](#)

**For Immediate Release:**

August 1, 2021

### **Zionsville's first digital playground is here**

Zionsville residents and visitors can be part of the magic and play at Mulberry Fields Park. Magical Park turns a normal park into a digital playground that encourages kids and families to explore a virtual world.

Visitors to the Mulberry Fields can download the free Magical Park app to interact and explore a fantasy world. Herd kittens, run away from the bad fairy or come face to face with a giant T-Rex all while using a smart phone or tablet. The game encourages users to play, walk, run and be active in the great outdoors. Those with limitations to play can use the "easy play" feature and walk. Two games allow those with vision impairment to play by means of sound.

"We can't reverse technology or progress, nor should we try. What we can do is create healthy relationships with technology by using the screen to get kids outdoors and moving around. Using Augmented Reality is also an opportunity to reach the older kids in our community and motivate them to get out and use our parks," said Director of Recreation Services Mindy Murdock.

Magical Park is aimed for kids ages 6-11. The digital playground runs August 1 – October 31, 2021. Based on community feedback the Zionsville Parks and Recreation Department will decide if Magical Park will return for all of 2022. In addition to the digital playground being open during normal park hours, the Parks Department will provide special activities and experiences during the three-month event to encourage kids and families to get out and play.

Find out more at [www.geoargames.com/magical-park](http://www.geoargames.com/magical-park).

###