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NEW FAMILY FUN AT FOLLY FARM

Port Talbot based national leisure contractor, Western Log Group, has been commissioned to build a quarter of a million pound indoor play attraction as part of a £1.3 million investment project at 'Wales' Top Day Out', Folly Farm Family Adventure Park in Pembrokeshire.

Work is already underway on the themed attraction, which will be situated next to Folly Farm's funfair, Europe's biggest undercover vintage fairground.

Based on a fairytale theme, 'Carousel woods' will be a multi-storey timber attraction with features such as Panning for Gold, waterfalls and a toddler's play area, all enclosed within an enchanted forest. The adventure play area has been designed for whole families to play and learn together, and includes equipment which is both adult and child friendly.

Chris Ebsworth, director at Folly Farm commented:

"We didn't want to create a run-of-the-mill playground. We wanted something absolutely unique within the industry that offers a complete experience for families. Family time is precious, and here we have a new concept allowing whole families to interact in a specially created, fun environment. Parents don't have to sit on the sidelines and watch. We were impressed and inspired by Western Log Group's designs for the indoor play attraction, which we believe will strengthen our reputation as Wales' leading family attraction."

Mike James, Leisure Sales Director of Western Log Group commented:

"We offer a bespoke service to all our clients, giving them the opportunity to create in conjunction with us an attraction which is one of a kind. We worked closely with Folly Farm on the design of Carousel Woods combining various different elements of play

within one attraction. We are confident this will be a big pull for younger visitors to the farm.”

It is expected the attraction will be completed in time for the school summer holidays.

Folly Farm won the ‘Top day out in Wales’ Wales Tourist Board award in 2005 and is one of Wales’ most popular tourist attractions with over 350,000 visitors every year, with a spectacular zoo, farmyard, adventure play and enormous indoor funfair, 700-seat theatre, education nature trail and restaurants for all the family to enjoy.

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For further information please contact Emma Murray at Merlin Marketing & Public Relations on 029 2030 4050 or email emma@merlin-digital.co.uk.

Notes to editors

Western Log Group

Based in Port Talbot, South Wales, Western Log Group has been involved in the timber industry for three decades and is now one of the UK’s leading suppliers of timber cabins for personal and business use, and can boast an extensive portfolio in the leisure and play industries.

Folly Farm

Folly Farm opened in 1988.