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## Kidz Kastle Chooses BEAM System to Step Outside of the Cookie Cutter



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**Kidz Kastle is the premiere indoor playground in Rhode Island. Appropriate for kids 1-10, the facility includes creative activities including a sports court, Rhode Island's only spinning palm tree, inflatable super slide, indoor playground and custom designed playhouse.**

**This innovative indoor playground is located in Warwick, Rhode Island conveniently next to the Warwick Mall. When Kidz Kastle management decided to look for a brand new way to make their facility exciting and unique, they chose a BEAM System.**

Kidz Kastle is 5000 square feet and its goal is provide a “clean, safe, fun environment that allows children the opportunity to thrive and utilize their imagination, creativity and social skills through recreational activities, free play and enrichment programs.” The newly revealed BEAM is located in the middle left area of the open floor plan.

Years ago, the founders of Kidz Kastle attended a RISBDC business planning class and their goal was to start a business that was based on family values. When admission is paid, children are granted a ticket for unlimited play all day long. Parents can either surf the web via Wi-Fi or play with their kids.

In regards to the addition of the BEAM, company owner **Christine Weeden** stated, “Kids love it. Nobody in our area has ever seen this before. So it makes us unique. It is helping us step outside of the cookie cutter!”



While Kidz Kastle previously had video game stations available for older kids, Christine has found that BEAM takes this kind of entertainment to the next level. The system is a virtual indoor playground, which allows kids to run, jump and play while they trigger motion-activated games. BEAM is suitable for children ages 2 and up.

Christine adds, “We are excited and happy to be able to provide this unique interactive experience. Our customers’ reaction to the system has been excellent.”