



**For Immediate Release:**

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## ***XL Event Lab Unveils ‘Bounce The Mall’ Featuring the Largest Ball Pit on the Planet***

*In an Exclusive Partnership with Simon, an Inflatable Festival for All Ages is Set to Tour from Coast to Coast*

**NORTH AMERICA (June 7<sup>th</sup>, 2022)**- [XL Event Lab](#), world leaders in inflatable attractions and the producers of the touring phenomenon [The Big Bounce America](#), home of *The World’s Largest Bounce House*, have designed their next touring inflatable spectacle, [Bounce The Mall](#). The immersive, family attraction is set to open its world premiere engagement this July in the northeast, embarking on a North American tour that will span both coasts. In an exclusive partnership with Simon, *Bounce The Mall* is already slated to tour many of the most visited entertainment spaces, including some of the most well-attended malls on the globe.

A particularly remarkable element of the new attraction is *‘Balls In The Mall: the Largest Ball Pit on the Planet’*. Guests who enter this attraction can swim in a deep sea of plastic balls. The pit is over 10,000 sq. ft., contains a quarter of a million balls, and can hold up to 100 people at a time, making it the largest ball pit on the planet. From inside the ball pit, guests can enjoy entertainment from a central stage, which will play host to a talented team of live entertainers.

"As a company, we’re constantly developing new ways to bring fun to family audiences. Creativity and innovation are at the core of everything we do", expressed Grahame Ferguson, Founder of XL Event Lab, and producer of *Bounce The Mall*. "Bounce The Mall represents an expansion on our successful Big Bounce America project and will help solidify our position as market leaders in this space. Working alongside Joshua and the team at Simon to put this deal together has been amazing. It’s rare to work with people who share the same passion and vision, as well as an appetite for fun".

Co-founder Cameron Craig describes the experience itself as a “playful inflatable festival set to brighten up otherwise drab and boring parking lots across the nation. We’ve

developed a series of incredible attractions that are visually stunning and highly interactive specifically for this project. From the planet's largest ball pit to an inflatable silent disco, we've focused on making this event unique and hugely entertaining. This is going to be family-friendly entertainment unlike anything ever produced, and we can't wait to see the reactions from kids and adults alike".

*Bounce The Mall* will feature eight separate attractions, all designed to combine playful and impactful design with cutting-edge interactivity. The inflatable tour will contain some of the most exciting inflatable attractions ever created, including:

- **Sports Slam** -- A customized sports arena which allows sports junkies to work out in a uniquely fun way by offering climbing walls, a wrecking ball, basketball hoops, and more
- **Headphone Disco Dome** -- An igloo-shaped inflatable structure with DJs, free wireless headphones, and state-of-the-art lighting and special effects where guests will be able to 'throw shapes' silent disco style with the family
- **Rapid Race** -- A 600ft long obstacle course, with a giant 6-lane sneaker shaped slide finish line, will allow guests to partake in some friendly competition
- **Additional Inflatable Interactives** -- Selfie stations with larger-than-life props, a birthday cake-themed circular moonwalk, and a 30ft tall unicorn who guards over the massive rainbow entrance arch

The event will also include a 'Bounce Cafe' featuring food trucks and a relaxing patio for grown-ups to sit back and catch their breath.

For the premiere tour of *Bounce The Mall*, XL Event Lab has teamed up with Simon. With over 250 properties across the globe, Simon will be instrumental in positioning *Bounce The Mall* in front of millions of visitors annually. Retail guests will now be able to turn their shopping trip into a bouncing adventure by experiencing the most interactive, inflatable mall attraction on tour.

"Our visitors crave engaging experiences. We work diligently to identify the best events on the market and bring them to our guests," remarked Joshua Ginsburg, Vice President of Business Development for Simon Media Experience. "*Bounce The Mall* is a tremendous fit for our properties and we're very confident this event will have a meaningful impact on all who come and visit us."

Tickets start at just \$21 for a 90-minute pass to all attractions. Events are expected to sell out; advanced tickets are encouraged. For the most up-to-date tour schedule, visit: <https://bouncethemall.com/>. Tour dates will be announced soon.

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**ABOUT XL EVENT LAB:**

XL Event Lab is an event production company working in the North America, Europe and Australia. They specialize in creating and touring unforgettable, innovative events for large audiences. Since 2007 the company has welcomed millions of guests to its experiences across the world.

**ABOUT SIMON**

Simon is a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed- use destinations and an S&P 100 company (Simon Property Group, NYSE: SPG). Our properties across North America, Europe and Asia provide community gathering places for millions of people every day and generate billions in annual sales.