

ADVENTUREROOMS



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22 YEAR-OLD COUSINS BRING REAL-LIFE ESCAPE ROOMS TO ADELAIDE

Austin Tremaine, 22, and Fergus Tremaine, 22, bought into the Adventure Rooms franchise and are bringing 'real-life escape rooms' to Adelaide's iconic Rundle Mall, in July, 2015. The Tremaine cousins and best mates are hoping to continue to brighten up South Australia's entertainment and amusement industry by joining their counterparts in Europe and North America in giving people the opportunity to take part in this new world-wide craze.

The concept, although likely unfamiliar to its South Australian audience, it is quickly becoming one of the most popular tourist attractions in cities across the globe. For anyone new to the Adventure Rooms world, room designs were created by a physics teacher in Bern, Switzerland in 2012. To play, players enter the rooms in teams of 2 – 7 and will have 1 hour to work together in an attempt to escape. The 2 rooms feature individual themes – *The Black Queen* and *The Mad Scientist* - and are filled with hidden and unusual objects and puzzles that need to be discovered and solved in order to perform the escape. Depending on the size of the teams, players can expect to pay \$28-\$36 each per game, with discounts year-round for students. A corporate package is also available to cater for larger groups, which includes transport to and from the Rundle Mall location, with the option of a duel format so players can verse each other. Its global success is largely attributed to its popularity with students, sporting clubs, tourists and corporate team building events and is expected to follow the same trends here in Adelaide.

With the Rundle Mall launch, Adventure Rooms not only hopes to add to South Australia's efforts to revitalise the state's social culture, but to provide an exciting alternative to a team-building day at the office, a much cheaper and safer (and less painful) alternative to a round of go-karting or paint-balling with mates and a totally accessible activity for everyday recreation.

As the rooms have now been tested and enjoyed in over 20 locations world-wide, co-owner, Austin Tremaine believes that "Adelaide's Adventure Rooms will become a tourist destination in itself".

Adventure Rooms Adelaide is a 'real-life escape room' dedicated to providing a fun and challenging activity for South Australian residents and guests. The public will be encouraged to take part in the Adventure Rooms excitement by visiting the rooms at Level 1, 51-53 Rundle Mall, Adelaide or making a booking online. Bookings can be made via the website at www.adventurerooms.com.au. For more information about the operations at Adventure Rooms please visit the website or call 0401 412 344.

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