



For Immediate Release
January 16, 2010

Contact: Taja Dockendorf
Ph: 207.773.4700 <mailto:taja@tdocdesign.com>

GREENLIGHT STUDIO, NEW ECO-FRIENDLY PLAY SPACE FOR YOUNG MAINERS, LAUNCHES IN PORTLAND

Portland, ME – Southern Maine's answer to cabin fever for kids – and their parents – has hit the Portland scene in the form of newly launched Greenlight Studio (www.greenlight-studio.com), billed as “a play space for kids and their grown-ups.” Located at 49 Dartmouth Street in Portland's Back Cove, the cleverly designed space is conveniently located near Baxter Boulevard, the University of Southern Maine, and Woodford's Corner, and will formally launch on January 19th.

The creative concept, the brainchild of Founding Partners Jo Moser, Niki Gilbert, and Taja Dockendorf, provides a well-designed, bright, indoor play area for children. The eco-friendly concept is a welcome, safe, and fun-filled alternative to the limited number of public play area options for young children outside the home.

In addition to Greenlight's large climbing structures, the studio's open space houses a stage for imaginative play, a rock climbing wall, a kid-sized chef's kitchen, reading and drawing areas, play tables with an assortment of Legos, and a safe area for smaller visitors to crawl and explore. The open creative space at Greenlight helps to facilitate early socialization and promote development through play for children ranging from newborns to age six. A child-friendly cafe also is situated at the site, where youngsters can enjoy healthy snacks and drinks with one another.

Equally appealing are the space's “adult-friendly” amenities, which include a fully equipped espresso bar where parents can relax while watching their children play, and enjoy a coffee or fruit smoothie with friends. A small “buy-local boutique” featuring children's toys, wearables and accessories also will be featured at the site.

“We've really done our research, and have yet to find a duplicate in northern New England of what we're offering here at Greenlight Studio,” noted Moser. “We feel that we've found an ideal balance of offering tools for robust physical and mental interaction among kids, but in a comfortable setting where adults can find an inviting, vibrant place to meet and catch up with each other.”

“A lot of parents in Maine are tired of the 'same-old, same-old' choices out there,” agreed Gilbert. “Sure, meeting other parents for a movie or at a fast food playground with all of the kids is fun once in a while, but it's not something most of the parents we've talked to really want to do every time they go out with their family. They're looking for genuinely healthier, more interactive possibilities when it comes to play time, and we think Greenlight will more than meet that need.”

Greenlight is sure to appeal as much to stay-at-home moms and dads as it does to parents working outside the home. Co-owner Dockendorf provides a great example: “My husband works at home, while I work outside the home, and both of us definitely saw a real need for this type of play space,” she said. “Particularly during the winter months, it's easy for us, and for our kids, to develop cabin fever pretty quickly. Greenlight gets us out of the house, but in such an appealing, unique type of setting.”

– more –

Through January 31, 2010, Greenlight will be offering special introductory ten visit punch passes at \$85 per card; parents or caregivers will be entitled to ten visits for one child plus complimentary admission for a “babe in arms” (0-9 months). Modest increases are available for each additional child added to a card. There is no expiration on punch cards.

The studio can be rented for private special events and parties on Sundays and Mondays, or during early mornings and evenings. For further information or to sign up for the Greenlight Studio Enewsletter, visit www.greenlight-studio.com or email info@greenlight-studio.com. Follow Greenlight Studio on Twitter: @GreenLightBuzz.

#