



Contact:

Kim Parr  
Director of Public Relations  
LP&M Advertising  
(315) 476-1646, ext. 225  
[kparr@lpm-adv.com](mailto:kparr@lpm-adv.com)

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FOR IMMEDIATE RELEASE

## **5 Wits West Nyack to Celebrate Grand Opening July 23**

**Live-action, “immersive” entertainment unlike anything in Hudson Valley**

**West Nyack, NY:** Where can you beam aboard an abandoned starship, explore an ancient tomb, and go face-to-face with a fire-breathing dragon? Only at 5 Wits West Nyack, a unique, live-action entertainment destination celebrating its Grand Opening at Palisades Center Saturday, July 23.

5 Wits is an immersive, hands-on experience that allows players to become action heroes in one of three adventures. Players work together as a team to solve a series of fun, physical challenges and puzzles, interacting with realistic, computer-controlled special effects like a bellowing pharaoh or an incoming asteroid storm. Their responses determine how the adventure unfolds, resulting in a different experience each time.

“People in a 5 Wits adventure enjoy being part of an adventure, solving puzzles and engaging with challenges,” said Matt DuPlessie, founder and president of The 5 Wits Companies.

“5 Wits puts players physically in the center of action. It’s immersive, it’s realistic, and it’s unlike any other form of entertainment,” DuPlessie said.

Asia Seibert, Operations Manager of 5 Wits West Nyack, agreed. “5 Wits will occupy a totally unique niche in the Hudson Valley entertainment scene,” she said. “It will make people feel like they’re actually taking part in an action film or video game, which is why 5 Wits has been called ‘the future of entertainment.’”

Three adventures will be featured at the Palisades location:

**Tomb:** Enter a 3,000-year-old tomb to take on an angry Pharaoh. Solve ancient puzzles in hieroglyphics and match the Pharaoh at his own game. If you fail, you’ll be trapped in his burial chamber for all eternity!

**Drago’s Castle:** In this medieval-themed adventure, you’ll team up with a tough and smart princess to catch a dragon. Escape the dungeons, solve ancient riddles, and watch out for the fire-breathing dragon all while running through an ancient castle!

**Deep Space:** Teleport to an abandoned space ship, dodge asteroids, rewire the ship, refuel the power core, and match wits with an artificial intelligence program in time to save the world!

5 Wits West Nyack is located near The Theatery entrance on Level 4. Doors open at 10 a.m. with Grand Opening activities starting at 11 a.m. on Saturday, July 22. Radio station WHUD (100.7 FM) will host a live remote broadcast from 2 to 4 p.m. Visitors will have the chance to win prizes ranging from a free 5 Wits Birthday Party for 12, to a Family VIP Prize Pak.

Founded in Boston, Mass. in 2004, 5 Wits operates two other locations in Foxboro, Mass. and Syracuse, New York. A fourth location is scheduled to open in Albany, New York in 2017.

5 Wits West Nyack is available for corporate team-building exercises, birthday parties and other private events. Adventures are suitable for anyone age seven and older. For more information, visit <http://5-wits.com>.

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