

# Where Playtime Never Ends

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## *The place to be a kid—or a kid at heart*

We may have to grow old, but we don't have to grow up. Balancing work and play is important, and though adults often put playtime on the backburner, parents can testify their children do not. When they're not playing sports or games with their children, they're often chauffeuring the kids to places to keep them active. It might be to an amusement park or a playground or—in the case of Mt. Playmore—both.

Mt. Playmore is an Austin-based indoor playground and arcade for children of all ages. Its owner and founder, Michael Fontaine, understands that fun for kids doesn't necessarily equal fun for parents. "Many kid places don't think about adults. There's an assumption that if kids want to go somewhere, their parents automatically take them," Michael says. "As a parent, I decide if we go somewhere by asking, 'How miserable is this experience going to be for me?'"

Michael and his team make sure visiting Mt. Playmore is anything but miserable. The seating area is full of plush, comfortable sofas. There are magazines available to read, USB receptacles for charging phones and tablets, and even the occasional 'Adult Night' for ages 21 and up.

“We bring in a DJ and turn the lights down,” Michael explains. “Everyone gets a game card with their admission. They can use the arcade and the playscape, or they can dance and socialize. It’s essentially a big party.”



It’s important to Michael that every part of Mt. Playmore be high quality, including the food that’s served at the on-site restaurant, The Hungry Yeti. You won’t find cardboard pizza, soggy fries, or stale burgers anywhere on the menu. Instead, visitors can nosh on Caesar salads, quesadillas, wraps, and other restaurant-quality food.

“Our general manager came from the restaurant industry because we didn’t know how to run a kitchen ourselves,” Michael explains. “That’s why we have really good food, a full scratch kitchen—because we have somebody who knows how to do it.”

While it’s true that parents could just watch their kids and eat, they don’t have to. They can play with their children in the playscape. “Beneath the foam is huge steel pipe,” Michael says. “It holds tens of thousands of pounds per section. We couldn’t fit enough people in there for the structure to care.”

The playscape gets positive reviews, especially about how easy it is for parents and kids to locate each other. This feature garners big praise from parents of children with autism, some of whom were pleasantly surprised their children would go into the playscape. “No matter where the child is in the playscape, if mom is sitting in the middle, the child can always see her,” Michael says. “It makes the child comfortable, allowing him or her to go have fun.”



With the playscape, arcade, restaurant, birthday parties, and weekly reptile shows, there's plenty to do at Mt. Playmore. Yet more is in the works, including story time, a weekly arts and crafts session, princess tea party gatherings, and glow-in-the-dark parties.

Michael is constantly on the lookout for ways to offer visitors more value and fun, so he recently introduced a monthly membership program. Benefits include early notification and special access to events, a coupon book, and unlimited free admission to Mt. Playmore. Michael believes it's a fantastic deal for a wonderful playtime experience, not just for the children, but for everyone.

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Mt. Playmore is an indoor play center designed to keep both the young and the young at heart active. For more information about Mt. Playmore, visit [mtplaymore.com](http://mtplaymore.com) or [www.facebook.com/mtplaymore](https://www.facebook.com/mtplaymore).