



NEWS RELEASE – PHOTO SENT SEPARATELY October 9, 2008

City of Santa Maria Recreation and Parks Department Unveils NEOS™ and Brings Interactive Technology to the Playground

Interactive, electronic play has arrived at the Abel Maldonado Community Youth Center in the form of NEOS, a unique, new product bringing electronic gaming to the outdoor play space.

NEOS, manufactured by Playworld Systems®, is an electronic competitive player response game entertaining players with visual, spatial, physical, auditory and musical challenges. The buttons light up in random sequence depending on game selection and provide an exhilarating new way to play outdoors. With nine different games and three skill levels to choose from, one or more players can have their scores recorded, making NEOS competitive and challenging while improving agility, balance, fitness and social skills.

A common complaint among parents today is the inability to get their children off the couch and away from indoor electronic or online games. As childhood obesity is on the rise, parents are looking for alternate ways to simultaneously encourage activity and teach lifelong skills. NEOS is an incredibly energetic game that can leave your heart pumping, while promoting social interaction, achievement, teamwork and healthy competition.

City Recreation Supervisor Dennis Smitherman stated, “We selected NEOS because it provided a great solution to providing a means to encourage physical activity. NEOS players will get a great workout by using their core muscles and improve their coordination. I encourage all Santa Maria families to come enjoy the remarkable outdoors while welcoming NEOS.”

All members of the community are invited to the unveiling of NEOS with the “*NEOS is here!*” event on **Saturday, October 25 from 11:00 a.m. to 4:00 p.m.** During this event, there will be an opportunity for everyone to experience NEOS for themselves. Free refreshment and prizes will be given.

Questions may be directed to the Recreation and Parks Department at 925-0951, ext. 516.

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