



FOR IMMEDIATE RELEASE

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Breakout Saint John Moves to Parkway Mall

The escape room designers at Breakout Saint John are delighted to announce the opening of their new location in Parkway Mall (212 McAllister Drive). Not only does this mean a larger and more central location for this popular local business, it also includes the much-anticipated launch of all-new escape rooms and puzzles.

Escape room fanatics that have challenged and escaped Breakout's previous six rooms had been eagerly awaiting this day since the change in location was announced in late 2017.

"Breakout is easily one of my favourite activities in Saint John. My friends and I have been anxiously waiting for the new rooms since completing all of the existing rooms. We were even the first group to use the new website to make a booking" said Andrew Holmes, one of Breakout's devoted fans. "Each time we do a room, we're amazed at the level of creativity that goes into keeping us engaged. Having been to escape rooms in places like Moncton and even Florida, it is amazing that we found the one right here in our own backyard to be the most challenging and fun."

Breakout's Parkway Mall location offers two completely new escape rooms: The Lost Treasure of Captain Kidd (a pirate-themed, family-friendly game) and Trapped 2: Floor 9 (a dark and creepy hotel where you are trapped by a serial killer). A portable, self-contained puzzle experience called "The Cube" is also a newcomer to the Breakout family of games. One existing but relatively new game, Basement of Horrors, has made the move from the old location with a few updates. In addition to the move in locations, Breakout also launched a revamped website and new online booking system.

"We've experienced an incredible level of support from escape room fans living in and visiting the City of Saint John since the day we opened, and it's never wavered" said Julie Pugsley, Owner and Manager of Breakout Saint John. "Escape rooms can be a challenging business because once players have beaten all the rooms, they have no choice but to wait for a new one. We're committed to our constantly revolving room selection, so there's always a new challenge for our fans to experience. We just opened the doors at Parkway Mall, and we're already working on our next room, "The Heist"."

Breakout's next new room is slated to open before the end of May and the company also plans to announce an official grand opening in the coming weeks. To stay updated on everything Breakout is up to, visit their website: www.breakoutsaintjohn.ca to sign up for their e-newsletter or follow their social media profiles.

About Breakout Saint John

Breakout Saint John is an award-winning entertainment and team-building company that first offered themed escape room games at their location in Saint John, New Brunswick. Founded in 2015 as the very first escape room in New Brunswick, what began with just two rooms has now evolved to not only include on-site and distinctly-themed escape missions, but portable games for special events and festivals, corporate teambuilding packages and even an app-based outdoor game.

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