



# Children of all ages get in the "Zone"

BY BARBARA BELLESI

At Adventure Zone, the hardest question is not what to do, but what to do first. From bumper boats and go-karts to the largest arcade in El Paso, there's no doubt that you are in for a good time when you enter the "Zone."

Hailed as one of the best entertainment complexes in Texas, Adventure Zone has delighted children of all ages since 2002. Owner and President J.R. Phillips has the monumental, yet enviable job of entertaining people every time they visit Adventure Zone.

"We're very fortunate to have a great staff that really cares about our customers. My partner, Jerry Marleau, who ran Wet and Wild for 16 years, and I made a commitment to not just open a business, but to do something special, to super-serve our customers and create memories that last for years to come," says Phillips of his hard-working staff.

Adventure Zone seems to be pretty powerful in that capacity with its long list of exciting attractions, including a Superman obstacle course, a bungee trampoline, and virtual batting cages such as the ones the Oakland Athletics and the New York Yankees use. Phillips says that customer input is key to customizing a good time at Adventure Zone.

"They shouldn't be bashful," Phillips says of his visitors. In fact, it's rather hard to be bashful at Adventure Zone when you have a fun, huggable mascot like "Bubba, The Grape Ape," and a hilarious, puppet-like robot on a bicycle named "The Amazing Harry," making the rounds.

## GOLF FUN

When it comes to mini golf, no one does it better than Adventure Zone. The complex offers not one, but two challenging 18-hole courses that are ranked among the best in all of Texas. Both courses have earned the distinction of being called "the next generation of miniature golf" by *Amusement Business*, a national trade journal.

## SPEED NEEDS

For those with a need for speed, the Speed Zone is the place. As El Paso's top spot for go-kart racing, Speed Zone offers an 800-foot course full of twists and turns that would give even a NASCAR driver a run for his money. Whether you go it alone, with a partner, or a seasoned speedster or a pint-sized rookie, you'll definitely get your motor running at the Speed Zone.

## GAME STATION

What would any amusement park be without an incredible arcade? Game Zone is the answer. It offers players state-of-the-art virtual reality games, an eight-player shooting gallery

that makes you feel that you are back in the Wild West, and some of the best redemption games and prizes around. A true winner among arcade experiences, Game Zone was singled out as Top Arcade in El Paso by *El Paso Inside & Out* magazine.

## CELEBRATION TIME

Amusement parks are fun any time, but when it comes to marking special occasions, no one parties like Adventure Zone. Birthday celebrations are given a unique spin at an affordable price, and even corporate outings benefit at Adventure Zone. Take a group of people out of their normal conference room and take them to Adventure Zone for a team building activity. The Zone's exciting environment gets the creativity flowing!

Other corporate events include company picnics, anniversary celebrations, and holiday parties, each customized to the needs of the business.

At the end of the day, Phillips says the best part of his job is watching people enjoy the attractions, particularly the younger customers, for whom Adventure Zone will make wonderful childhood memories.

"When you see their eyes light up," he says, "it's very rewarding."

FOR  
MORE  
INFO

Adventure Zone  
251 E. Rodeo Rd.  
El Paso, TX 79932  
915-585-9663  
[www.adventurezone.com](http://www.adventurezone.com)