

## Playworld Returns

The Chowan County Regional Fair is proud to announce that Playworld Unlimited will be returning as our Amusement Company and Midway again this year and for several years to come. Everyone that has attended the fair for the last four years will agree that Playworld is a quality midway in every respect. Those that will be first-timers are going to be very pleased. Because Playworld Unlimited is relatively new to North Carolina, a brief introduction is in order.

Playworld Unlimited is owned and operated by Jeff and Joyce Brady, and has been in business since 1983. Prior to that time Jeff and Joyce managed for another company and decided to set off on their own. The company started small, and with new management ideas has grown to become one of the finest companies operating today. They try to be like amusement parks in as many ways as possible. They provide new and brightly painted equipment, uniformed employees, a friendly atmosphere, rest benches, shade tents, mist fans, hand washing units, trash receptacles and maintenance of these, free cartoon character photo opportunities throughout the midway area, and many other things that make them unique. The customer is always Playworld's, as well as Chowan County Regional Fair's, number one priority.

Safety is also a top priority with Playworld. They bring the finest in amusement rides. Their equipment is in top condition and passes North Carolina's ridged inspections with flying colors. Each ride is also inspected and tested before opening to the public each day. Additional checks are done by the operators throughout the day. Signs approved by the National Association of Amusement Ride Safety Officials (NAARSO) are posted on all the rides and all cables are covered up in "Yellow Jackets" designed specially for Playworld Amusements. When fair season is over, all rides are returned and maintained in warehouses across Alma Michigan which is home to Playworld. All rides are evaluated, serviced and repaired during the off season.

Playworld brings Kiddy Rides which include; Dizzy Dragons, Fire Chief, Fun Slide, and Merry-Go-Round just to name a few. Major rides include; Cliff Hanger, Scooters, Sizzler, and Spider. They also have spectacular rides including, Giant Wheel, Demon Loop, Orbiter, and Super Shot. These are just some examples of the twenty plus rides you will find at the Chowan County Regional Fair. Other attractions include a rock wall and bungee swings.

Games and fair food are also a large part of any midway. The games Playworld brings are either owned by Playworld or personally inspected by the owners of Playworld to be sure they meet their standards of skill games that are fun and fair for everyone. All prizes are inspected by the fair board to insure they are family oriented. All games are kept in mint condition and work 100%. The game staff is always friendly and will go out of their way to ensure you have a good and memorable time. All the game trailers are top of the line and kept in top condition which helps make the midway bright and colorful. More important than the appearance of the games is the honest manner in which they are operated. In the two years at Chowan County Regional Fair there has never been a complaint about the games. Each food concession is kept in spotless condition and must pass local health inspections as well as Playworld's own strict guidelines. Food concessions include; Shelby's Diner, Elephant Ear Booth, The Sugar Shack, The Pizza Alley, and of course funnel cake.

Playworld is now operating at six fairs in North Carolina this year including The North Carolina Mountain State Fair. This is in addition to their summer schedule in the Midwest and late fall dates in Florida. In just three years, they have become one of the top ranked and most sought after amusement companies that play in our state.