

Media Release

Friday, May 04, 2007



CHILD SAFETY TIPS FOR INFLATABLE PARTY CASTLES



Franchisor of the Year
2003 & 2004

BRW Fast 100
2004 & 2005

So you're going to hire a jumping castle. Well good on you. When properly setup and with the mandatory safety features, inflatables are fun and safe and perfect entertainment for any celebration.

Actually a customer said to me only a short while back that castles are great at parties as it is a cheap babysitter. She said that because, all day she knew where the kids were, could see what they were doing and best of all the kids were doing a healthy activity.

But now you have to decide what sort of castle to go for...Castles are everywhere! They may all look the same (especially if this is your first) but what I would like you to do is educate yourself before you make any booking. As I want your first experience to be perfect as I need you to hire next year with someone in the industry...well someone who does it safely!



“So I am going to arm you with the knowledge to allow you to make a decision based on safety and not just theme choices.”

My name is John Newton, I operate the largest number of party castles anywhere in the world and I do it with around 60 (and growing) fully trained franchisees.

Why use a franchise? Well it is all about quality! You buy your hamburgers, pizzas, ice cream, clothes and more mainly from franchisees as the quality, service and product is tested, guaranteed and proven and here at Jumping J-Jays we are the same!

The pictures I am going to show you are examples and choices found as I search the net looking at what is happening throughout this great industry.

I was compelled to put together these pages after being recruited back onto the phones for a 3 week stint (just making sure I do not lose the sense of our business) and the 300 or so bookings and parents I spoke to were all happy to listen to the knowledge I gave out. When I receive over 90% booking rate from people who I spoke to I thought how about I share that knowledge of what is a successful party castle with you all.

Here are some pictures and my honest opinion. I have been a part of over 200,000 hires in past 9 years and at Jumping J-Jays we exclusively build our own product. We are approved in every region of Australia, America and New Zealand.

Well I am not a salesperson and I am not a high flying business owner. The money we make from castle goes back, into our business many times over.

“However what I do have the experience that will make your child safe on an inflatable amusement.”

I have recently finalized 6 months in an overseas factory where I lived away from my family to bring into their manufacturing the very best Australian standards and also rental experience that others can't know. In this business there is no worst feeling then being responsible for any type of accident.

“In 10 years of business, there has been not one claim against our company. I train my franchisees who train you so deep down we are making your party as safe as possible.”

John Newton



For more information contact:

NAME: John Newton **POSITION:** Founder / CEO **COMPANY:** Jumping J-Jays Franchises Pty Ltd

CONTACT: +61 7 3623 3353 **EMAIL:** john@partycastles.om

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MY PERSONAL VIEW OF UNSAFE JUMPING CASTLES



No barrier so kids come straight off the biggest area for accidents. Great it has a multi-purpose cover but rain will still dampen your party because the cover does not come down the sides.



Netted walls allow rain to dampen the party. Walls are not properly supported so castle can fall over if kids bounce against walls.



When kids slide down they have to get off the castle and walk (probably run) to other side and get on again. You need an operator at both sides and what if it rains?



Great! It has a barrier but it is too high. The barrier would roll over if a kid hit it. Illegal since 1997. This castle's design has not been manufactured since 1998 so it's 9 years old and people are still renting it.



An example of very dangerous netting. Outlawed in most countries as the holes are too big. This cause teeth and fingers to get caught and allow kids to climb to the top.



Netted walls provide no stability or support causing the castle to fall over when kids bounce into the walls.



Great color and nice pink but where is the step, and how will kids breath in an inflatable fully enclosed in hot temperatures.



Well everyone is getting wet here and know one will be able to use it with no shirt or bare feet after about noon in 9 months of the year. Vinyl burns and having no shade cover on the slide is a killer!



Castle Manufactured wrong. Does not stand straight. No shade cover and too wide to fit any real rain protection.



WOW! Where do the kids go when they slide fast? How do you see inside and how do they get out in an emergency?



No barrier. Kids come straight out. No shade cover so the castle will be too hot to stand on without socks.



You can't see in. Huge strain on your eyes. Great pictures but a nightmare to supervise.

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