

Échappe-toi Laval opens its doors

*New scenarios based on Laval's history and knowledge
Giant Escape Game in Laval - Win a Trip to Bordeaux, France*

Laval, October 18, 2018 – The Échappe-toi Laval center will be officially inaugurated today, on October 18, in the presence of several dignitaries from Laval, including the mayor's representative, Sandra El Helou, councilor of the Souvenir-Labelle district, the president and CEO of Tourisme Laval, Geneviève Roy and several other leaders of Laval's business and tourism community. The new Échappe-toi Laval center, which will open its doors to the public on Saturday, October 20, is located at 1600 boul. Saint Martin East, Tower B, Laval.

The Échappe-toi Laval center will provide businesses, organizations and families in Laval and neighbouring communities with unique opportunities for collaboration, discovery, and team building through its facilities that will include six rooms offering original immersive escape scenarios, based on the history and knowledge of Laval, in a completely reinvented physical environment with an area of more than 5000 s.f.

"We are very pleased to inaugurate our new Échappe-toi center in Laval," said Emmanuel de Gouvello, founder and president of the company. "We decided to push the concept of escape games further, creating scenarios inspired by the history of Laval or of places associated with Laval, in order to make this activity not only entertaining, but also enriching for the participants, who will discover unknown aspects of this great city".



From left to right : Emmanuel de Gouvello (Échappe-toi), Geneviève Roy (Tourisme Laval), Sandra El Helou (City of Laval), Échappe-toi team members

Located in the heart of Laval, the Échappe-toi Laval center will create, from its opening, about fifteen jobs and will call on professional actors to animate each of the experimental rooms.

The center is expected to attract over 25,000 visitors in its first year of operation, coming from businesses and residents of Laval, the neighbouring communities surrounding Laval. This cultural leisure center will

offer visitors a unique experience of personal development and will be an additional attraction in the Laval tourist offer.

Participate in the Giant Escape Game in Laval and win a trip to Bordeaux in France

As part of the public opening of the Échappe-Toi Laval center on Saturday, October 20, a giant escape game covering five sites highlighting emblematic locations in the City of Laval will be organized. On each site, participants will have to solve an enigma about Laval and its history. Their success will allow them to head to the next site to solve the next puzzle. All the participants who will complete the proposed circuit will be rewarded and the grand prize will be a trip for two to Bordeaux in France, to discover the rooms of Échappe-Toi Bordeaux. Registration for the game is available on Échappe-toi's Facebook page at www.facebook.com/application.

About Échappe-toi

Échappe-Toi was the first escape game company to offer immersive adventures in Quebec. It is now the most important escape games center in Quebec and Canada, and its mission is to offer all visitors an experience filled with happiness and pride. To meet and exceed the expectations of its visitors, Échappe-Toi respects three distinct orientations: 1. Enhance the history and culture of the host region; 2. Use professional actors to play a role in every story the players experience; 3. Motivate players with 3% success rates and a satisfaction rate of 4.8/5. The game is at the base of the exploration of the living being and its evolution. Playing allows you to progress towards a better knowledge of oneself and others. To accept to play is to accept to (re) discover one's humanity.

Pour information :

Charlotte Blanche

c.blanche@acjcommunication.com

(514) 914-0593 | (514) 840-1235 ext. 7772