

# VERNON HILLS REVIEW



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## Pump It Up's appeal goes beyond children

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Ever since opening about five years ago, Pump It Up in Vernon Hills has received calls from people wanting to have parties there after high school dances.

Although Pump It Up -- which offers private indoor arenas filled with gigantic inflatable slides, bounce houses, obstacle courses and more -- markets to a more elementary school-aged crowd, those seeking parties re-

member their experiences there as younger children -- or perhaps remember a party thrown there for a younger sibling. And while sometimes its parents calling looking for a fun after party, the teenagers themselves call too.

"Since we're always private, they know it's a safe place," said Patti Goodman, owner of Pump It Up in Vernon Hills. "I think they get drawn to us because we're private and a fun place."

Liz Schwaeber, a Riverwoods

resident and parent of a freshman at Deerfield High School, said she learned that, in general, kids like to do something after dances and she heard from a friend that kids like to do something active, so she turned to Pump It Up. She arranged a party for 12 kids, including her son and his date, and five other pairs.

Schwaeber liked the idea of a private party so she could feel comfortable being responsible for her son and his date.

### 'Into the night'

"You can't just sort of let them go off into the night," she said.

Parties at Pump It Up after local dances are on the rise, which Goodman attributes to more people becoming aware that Pump It Up offers such experiences. Just this homecoming season, the Vernon Hills location hosted six groups, four the weekend of Sept. 25, one the weekend of Oct. 2 and one the weekend of Oct. 9. Groups average from about 15 to 30 students.