

PRESS RELEASE - FOR IMMEDIATE RELEASE

**KIDS & THEIR PARENTS TO ENJOY OVER 600 HANDS-ON
GAMES & 8 INTERACTIVE 'PLAY UNIVERSES' ACROSS
AIRFIELD'S 38 ACRE ESTATE
AT IRELAND'S NEW PLAY-FOCUSED FESTIVAL!**

Playstival with The Happy Pear at Airfield Estate, Dundrum, Dublin 14

**Saturday 11th & Sunday 12th August
9am - 6pm**

**Tickets are €12.42 (*€10 ticket price + €1.39 booking fee + €1.03 VAT*) at [Playstival.ie](https://www.playstival.ie)
Under 2-year-olds go free**

- Ireland's NEW summer festival for children and their parents celebrating play, fun and imagination
- The antithesis of too much screen time, the focus is on 'going back to basics' and a more innocent approach to games and play - no fancy technology or a screen to be found!
- Children can immerse themselves in over 600 hands-on games, 8 interactive 'play universes' and creative workshops across the 38 acre estate
- Delicious fare on offer all weekend provided by living happy and healthy lifestyle advocates, The Happy Pear
- Enjoy all of what Airfield Estate has to offer including egg collections, Jersey herd milking and tasting, vintage cars and much more
- ASD (Autism) Friendly area onsite providing a quiet space dedicated to ensuring inclusivity for all
- A MUST ATTEND for families passionate about positive play, fun & the power of the imagination!

Playstival with The Happy Pear is Ireland's brand new children's festival dedicated to play, fun and imagination.

Set across two days on Saturday August 11th and Sunday August 12th at Ireland's largest urban farm Airfield Estate in Dundrum, Dublin 14, the focus of Playstival is to 'go back to basics' and experience a more innocent approach to games and play. It will feature a range of hands-on, fun imaginative games and themed 'play universes', with no fancy technology or screens to be found!

Speaking with great excitement of this summer's inaugural Playstival, Festival Director Shell Holden commented "Playstival with The Happy Pear is a festival like no other. Everything will be interactive. The hands-on games and themed play areas are designed to spark creativity, trigger imagination and nurture engagement. The aim is to get families away from mobile phones, games consoles and screens for a day filled of genuine feel good fun, play and imagination."

“Playstival with The Happy Pear has been created to allow children and families to come together, spend time together and where the child leads have the parents follow. Our new festival focuses on self-initiated, open-ended and non-judgemental play. By this we mean there’s no right or wrong way to play and the kids can imagine and interact as they wish” added Holden.

Self-confessed devotees of outdoor play and current No. 1 bestselling authors, The Happy Pear’s Dave and Steve Flynn believe that spending time with their children, being in nature, and moving is fundamental to their happiness:

“In our experience connecting with other people, movement, and healthy food are key to our happiness. Today loneliness is on the rise even though we’re all more connected through technology, so being outdoors doing fun activities, and demonstrating the importance of togetherness to our kids is really important to us. We hope all the families who come to Playstival will experience that and will have a great fun day out, packed with lots of activities designed to stimulate young imaginations.”

Playstival showcases eight themed ‘play universes’ for children to immerse themselves in, use their imaginations to create ideas, roles and characters, and most importantly have lots of fun. The ‘play universes’ comprise of beautifully made, tactile wooden games, which have been designed by Festijoux, the world renowned French games company passionate about positive play and the power of the imagination. Festijoux’s wooden games have featured at many popular family events across Europe.

The creatively themed play universes vary in age-range suitability from 18 months to 12 years and include a construction site for kids, an architects area focused on team-skills, a pedal-powered train service, a kid-sized food market, a games filled animal farm, toddler-rific children’s island, a magical wonderland tea party for all the family to discover, and even a visit to the wild wild west. Parents will have the opportunity to play with their children, or to let them interact with others and the games and engage their imaginations. Each play universe will have trained supervisors.

In addition to the play universes, families can enjoy free activities at Playstival such as lego brick building with The Brickx Club, laughter yoga with Louise, storytelling, papercrafts from Paper Pet Shop, drama classes from Miss Ali’s Stage School, science shows from Junior Einsteins and mindfulness with Sprout Kids.

Additionally, delicious and nourishing Happy Pear food will be on offer throughout the weekend – from healthy wraps and salads, to hot dishes, as well as Happy Pear smoothies, hand-roasted coffees, and a selection of healthier cakes and treats.

Airfield Estate is Ireland’s largest urban farm and food experience, and festival goers will also have the wonderful opportunity to enjoy all of what Airfield Estate has to offer including egg collection, Jersey herd milking and tasting, calf feeding, heritage house tours, play areas, vintage cars, animal feeding and much more. Visitors can also enjoy the Estate’s renowned food offerings across the two-day event including a BBQ grill, deliciously creamy ice cream, home baked treats and sandwiches, and barista coffees and teas. Brunch will be served at Airfield’s Farm to Fork restaurant ‘Overends Kitchen’ all day, and The Stables Cafe will have a range of ‘grab and go’ picnic style food options that visitors can enjoy across the 38-acre estate.

Playstival with The Happy Pear will also have a dedicated ASD (Autism) friendly area onsite for any families with ASD children attending the festival. This area will be quiet and reserved for this sole purpose. Additionally there are ASD friendly provisions in place with a downloadable picture map available.

Playstival was created, and is presented, by the team at Laya Healthcare City Spectacular, which is Ireland's largest summer family festival and the 2nd largest festival event, annually, after the St. Patrick's Festival. City Spectacular and The Happy Pear share a vision to create a NEW festival with interactive play, connection and movement at its core.

LINKS

Tickets and festival information at www.playstival.ie

Facebook: [@playstivalfest](https://www.facebook.com/playstivalfest) / Twitter: [@playstivalfest](https://twitter.com/playstivalfest) / Instagram: [@playstivalfest](https://www.instagram.com/playstivalfest) / [#playstival](https://www.instagram.com/playstival)

ENDS

For further information please contact Shell Holden on +353 86 152 2200, shell@playstival.ie or Vicky Mkandawire on +353 86 8414859, vicky@playstival.ie

NOTES FOR EDITORS

Location and Event timings:

- Playstival with The Happy Pear will take place in Dublin's Urban Farm Airfield Estate, Overend Avenue, Dundrum, Dublin 14.
- Playstival with The Happy Pear runs 9am - 6pm on Saturday 11th & Sunday 12th of August.

Ticket prices:

- Standard individual tickets are €12.42 (€10 ticket price + €1.39 booking fee + €1.03 VAT)
- Under 2-year-olds go free
- Tickets available at www.playstival.ie

Playstival with The Happy Pear is proudly supported by:

- [Laya Healthcare's City Spectacular](#)
- [The Happy Pear](#)
- [Festijeux](#)
- [Airfield Estate](#)
- [French Embassy in Ireland](#)

About the themed Play Universes:

- Everywhere you go at Playstival, you will encounter hands-on children's games that nurture curiosity, imagination and exploration.
- Parents will have the opportunity to play with their children, or to let them interact with others and the games and engage their imaginations
- Each Play Universe will have its own trained supervisors
- The Play Universes vary in age-range suitability, from 18 months to 12 years.

- The eight interactive play universes include:
 1. The Architects area sponsored by Youngs Estate Agents. Suitable for Ages 7 -12
 2. The Market sponsored by The Happy Pear. Suitable for Ages 2 - 9
 3. The Construction Site sponsored by Roadstone. Suitable for Ages 3 -10
 4. All Aboard! The Train. Suitable for Ages 2 -12
 5. Wonderland Tea Party sponsored by Irish Daily Mail. Suitable for Ages 3 - 9
 6. Children’s Island sponsored by Capital Credit Union. From 18 months
 7. Animal Farm, Suitable for 18 months - 10
 8. The Wild West. Suitable for Ages 3 - 9

Additional Playstival programming:

Junior Einsteins Science Club

About: Junior Einsteins Science Club are a Dublin based innovative organisation inspiring a passion of science and learning in children, teens and adults through ‘make & do’, messy experiments, quizzes and games.

Workshop: Children will learn science facts through experiments, such as how to make their own slime, fossils, models gliders, electricity, rainbow glasses and so much more.

Laughter Yoga with Louise

About: It’s called Laughter Yoga because it incorporates Yoga breathing techniques with childlike playfulness! More contagious than a yawn, laughter relaxes the whole body while releasing endorphins and promoting an overall sense of well-being. Not only does it increase happiness, but it also strengthens the immune system, reduces pain and lowers stress.

Workshop: Rediscover fun, relaxation, mental clarity and joy with Louise’s workshop. The workshop consists of a warm up incorporating clapping, then on to deep breathing and finally a laugh out loud with child play exercises. What better way to spend time than laughing as a family.

PaperPetShop

About: PaperPetShop was created out of a passion for papercraft, to provide everyone with simple to follow instructional templates that enable people of ages 7 and up to make beautiful models with their hands. Arts & Crafts help to improve fine motor skills and teach kids how to follow instructions to complete an activity.

Workshop: Children will build and create their own PaperPet Mask and decorate it at the end. Children will also have the opportunity to decorate large PaperPet Models together. PaperPetShop mask making provides children with the opportunity to create something they can wear and take home with them - an end product!

The Brickx Club

About: The Brickx Club is a creative brick building and social activity club for girls and boys. The Brickx Club brings many benefits to children who interact with this fun interactive lego workshop: Creativity; Social Skills; Problem Solving; Sharing; and Self Esteem.

Workshop: The lego challenges call for teamwork to build the tallest towers, the longest bridges or the most minifigures. At the end of the workshop parents are invited in for a 'show and tell' of their kids creations.

Miss Ali's Stage School Drama Workshop

About: Established in 2005, Miss Ali's Stage School is one of Ireland's leading stage schools. Situated in the prime location of Dundrum Town Centre, Miss Ali's studios combine state of the art facilities with the most committed and experienced teachers who are dedicated to helping your children realize their potential and develop as a performer.

Workshop: Experienced drama teachers will take your child on a creative adventure through a variety of much-loved stories. Working with much loved musicals children will be encouraged to use their imaginations and explore drama, dance and song. Drama games and stage technique to build communication will also be in play. This workshop will encourage your little one's creativity and confidence and will end with showcase for family members at the end.

Mindfulness with Sproutkids

About: The Sprout Kids introduces the basics of Mindfulness to Children. It sets out to guide them in the cultivation of presence in mind, heart and body in an accessible, fun and age-appropriate way. Sprout kids are highly experienced working with children and special educational needs.

Workshop: The Sprout Kids mindfulness workshop will give kids and their parents the opportunity to engage in some mindfulness meditation alongside some fun and accessible mindfulness games for children. This will be followed by a short practical talk on mindfulness giving easy tips on how to bring mindfulness into the daily lives of families. Mindfulness will give children a workshop to relax after a busy day of play!

Face painting for Kids with Dublin Body Paint

Transform into a lion, tiger or bear! The opportunities for face paint are endless with Dublin Body Paint - Dublin's leading body painters! Face painting from Dublin Body Paint will cost €5.

Claymazing

Get creative with Claymazing's mess free, air drying clay for kids in 24 different colours. Workshops from Claymazing will cost €5. Kids will create a model to take home and keep forever.

For full event details of Playstival with The Happy Pear go to www.playstival.ie.

About The Happy Pear:

David and Stephen Flynn started The Happy Pear in 2004 to inspire people to live happier and healthier lifestyles and to make healthy food and living accessible to everybody. Today they're renowned wholefood and plant-based chefs, award-winning and bestselling authors, YouTube stars,

and regular media contributors. The Happy Pear has grown into one of Ireland's most renowned businesses, employing around 150 people.

The business now comprises: three wholefood cafés/food stores; a sprout farm producing wheatgrass and healthy living sprouts and microgreens; a Happy Pear branded food manufacturing and distribution business producing over 20 award-winning products; a coffee roastery producing hand roasted Happy Pear coffee, using the best specialty coffee available; and a fermentation kitchen producing a variety of delicious fermented foods.

About Airfield Estate:

Playstival with The Happy Pear will take place in Dublin's Urban Farm, Airfield Estate, Overend Way, Dundrum, Dublin 14. Airfield Estate is a charitable trust set up in 1974 by the Overend family. The 38 acre working farm and gardens is located in Dundrum, just 20 minutes from Dublin city and a mere 10 minute walk from Dundrum Town Centre. Balally LUAS station is a 5 minute walk.

The Estate is set in a beautiful, natural environment. A true taste of rural life in an urban location and a place where visitors can reflect, be replenished and celebrate the connection between people and nature through the farm, gardens, play and the natural environment.

Airfield Estate is Ireland's largest urban farm and food experience with a simple mission. Deliver experiences that reconnect people with food and the land that produces it.

All food produced on the Estates' farm, gardens and orchards supply the onsite, award winning Overends Kitchen.

Festival goers will enjoy all of what Airfield Estate has to offer including egg collection, Jersey herd milking and tasting, calf feeding, heritage house tours, play areas, vintage cars and animal feeding.

Airfield Estate has a captivating annual schedule of fun filled family events celebrating food, farming and the natural world through performances, tours, storytelling and workshops so Playstival is a natural fit.

They will also help the Estate deliver meaningful social inclusion programmes to local associations and provide full time employment to over 60 staff.

About FestiJeux:

World renowned children's games company FestiJeux are the main programming partner for Playstival with The Happy Pear and the highlight of the festival. FestiJeux are a French company who build, design and maintain more than 2,000 wooden games in their workshop based in Grenoble France. FestiJeux bring a French element to the festival. Playstival has partnered up with the French Embassy to support the French-Irish community and support the French-Irish connection in Dublin in joining us on this joyous event!

A shared key focus of Playstival & FestiJeux is self - initiated and self-directed play, which encourages spontaneity, enhances self-esteem and promotes personal creative thinking in each child. Both Ireland's Playstival and Grenoble's FestiJeux share the same vision to enable the full creative

potential and to raise awareness about the importance of play in children's lives.

The highlight of Playstival, FestiJeux will provide eight beautifully tactile wooden games for eight fully interactive and imaginative play universes including everything from a park train service, a kid's construction site, an architects area and even the wild, wild west! Each play universe will have its own trained supervisors giving the parents the option to let their children play away while they sit back and relax! Each play universe provides oversized spectacular games that bring children into the centre of play providing children with the opportunity to share a unique play experience at an equally unique festival!

Charity partner:

The official charity partner of Playstival is Plan International, an international charity fighting for the rights of children, particularly girls, who live in the poorest regions of the world. Plan International work at local, national and international level across 70 countries to influence governments to tackle the root causes of child poverty and to create a more equal world for girls. They seek to advance children's rights and equality for girls and allowing children the freedom to play, ensuring they have the space to play, is an important part of their work globally.

Plan International work with children and their communities to build schools, educate teachers, and improve numeracy and literacy. They dig wells and build toilets. They work to end child marriage, child labour and child trafficking. They provide vocational training, and loans to start small businesses, and much more. In emergencies, they save lives and ease suffering by providing food, shelter, water and sanitation, while also creating safe spaces to protect and keep children in school.