



August, 26th 2010

59% Off apple seeds Membership. Yesss!!



At a Glance

- \$50 for a one-month top-tier "green apple" membership worth over \$120
- Unlimited access to members- only indoor playground created by a children's museum designer
- 2500sf interactive space includes a pretend deli, yellow taxi, apartment building, LEGO area and magnet wall, plus free concerts, holiday parties, book readings and parenting workshops
- 15% discount on boutique, bookstore, café and children's hair salon purchases

Need to Know

Voucher good for the whole family (including caregivers); limit 1 voucher per family. Offer expires 6 months from purchase date. No discount for add-on classes. New members only. Offer limited to first 500 purchasers. Variable access to sports playground, with basketball nets and soft gym equipment, contingent on special events (such as birthday parties and classes). Appropriate for kids 5 and under, including infants. Open 7 days a week.

The Lowdown

Just off Madison Square Park there's a magical place for young and old. Children play, make friends and run around through rain or shine; and instead of cleaning up messes, parents "rest their eyes" while propped up against a wall. In some cultures, this colorful, sprawling landscape is called paradise or nirvana.

New York City parents call it apple seeds.

The recipient of *New York* magazine's Best Of honor for the past three years, this upscale indoor playground hardly needs an introduction. If you haven't been there with your own little one, you've heard a friend giddily relate the stormy afternoon when she pushed her toddler toward the slide and narrowly averted a meltdown (make that two meltdowns).

You have to experience this place to believe it: Soft, safe, clean surfaces; stimulating colors and textures; the (relative) hush that comes with a members-only venue; endless age-specific activities designed for cognitive enrichment and funny-bone amusement. Plus you've got an on-site kid's salon, boutique, bookstore, café and coffee bar.

Perhaps you've already heard apple seeds' siren call: It may sound as hypnotic as the song of those creatures from Greek myth, or as urgent as a screaming NYFD rescue squad. Well, here's your chance to take full advantage of the facilities for a whole month. Go seven days a week if you want. Stay from the moment they unlock the doors each morning till your belly grumbles that dinnertime is nigh. Just don't bother telling them you wish they were open 24 hours. We've already beat you to it.