

Pump It Up: The Inflatable Party Zone
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Madison, WI 53719
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www.pumpitupparty.com/madison.html

Background Information

Pump It Up is a growing franchise that started in 2000. It offers 10,000 square feet of inflatable play structures where kids of all ages can bounce, jump, and slide and play on. The Dane County location was started up by Jeff & Mary Meixelsperger and began full operations in 2005. They currently have 27 employees.

Pump It Up: The Inflatable Party Zone
<ul style="list-style-type: none">• Donates facilities to the Autism Society, so that they may host parties, four times a year for kids events• Donates to the local Autism Society• They are conducting a fundraiser for the Autism Society in the month of April

Story

Time after time, parents will approach Jeff, many of them in utter amazement and taken over by their emotions, saying that their child has “never done that before.” It seems that the environment provided by Pump It Up creates a unique and memorable experience for all participating children. Children with autism generally are unable to regulate themselves or release their energy appropriately. Repetition is common among the kids and an action such as bouncing, receiving that impact or input from the feet is then sent throughout their system and allows them to calm their bodies and focus on what they were doing.

Also, the children often times are unaware of their surroundings or boundaries and the inflatable structures offer a safe environment in which the kids are free to explore and engage in. Autism was something that Jeff had no personal connection and had never been exposed to. To see what it takes to support these children has been an eye opening experience – not only for himself, but for his employees too. Jeff believes that what Pump It Up is doing is not extraordinary, it is something that everyone should be doing. “It is people helping people,” Jeff says, “it doesn’t get any better than that.”

Reported by Kristen Hofmeister, Edgewood College, March 2007, for Professor Denis Collins (dcollins@edgewood.edu) and the 2007 Good Samaritan Award, co-sponsored by the Samaritan Counseling Center and Edgewood College.