



MEDIA ALERT

March 2025

Why Are More Seniors Taking to the Tunnel? The Indoor Skydiving Trend Soaring This Seniors Week!

Seniors are swapping stereotypes for skydiving suits as they embrace the thrill of floating on air—no jumping, no parachutes, just pure excitement!

Penrith, NSW: Forget golf and lawn bowls—more seniors are embracing the thrill of indoor skydiving, and it's taking off in a big way! This NSW Seniors Week (3-16 March), iFLY Indoor Skydiving Downunder (Penrith) is proving that age is no barrier to adventure, offering older Australians the chance to experience the sensation of free-fall in a fully controlled wind tunnel—no planes, no parachutes, just pure exhilaration.

With a special "Your Age = Your Discount" deal, seniors pay their age as a percentage of the cost. That means a 65-year-old gets 65% off, while a 99-year-old flies for just \$1!

So, why are more seniors stepping into the tunnel?

No jumping, no falling—just floating on air in a safe, supported environment

Low-impact & accessible—even for those with mobility challenges

A serious confidence boost—just ask 102-year-old Mona Parsons, who recently flew in the tunnel and loved every second!

"Indoor skydiving is becoming a go-to activity for seniors looking for something thrilling yet accessible. It's a fantastic way to challenge perceptions about ageing while enjoying an experience that's both exhilarating and safe. We're seeing more and more seniors embrace this, and it's incredible to watch their confidence soar," says Holly Jaadla, Entertainment Marketing Manager for iFLY Indoor Skydiving.

With more seniors looking for exciting, low-impact ways to stay active, could indoor skydiving be the next big thing for positive ageing?

MEDIA OPPORTUNITY

- Footage or Photos: Seniors defy expectations as they fly in the wind tunnel.
- Interviews available: Speak with senior flyers, iFLY instructors, and experts on why this trend is growing.



- Try it yourself: Media are invited to visit iFLY ahead of Seniors Week to experience the thrill firsthand.

The iFLY Indoor Skydiving Downunder "Your Age = Your Discount" offer is open to anyone over 65. Sessions are available on Monday, March 10th, at 3 p.m., Tuesday, March 11th, at 10:30 a.m., and Thursday, March 13th, at 3 p.m. Participants must arrive one hour prior to training. Full price sessions start at RRP \$119 prior to discount.

Bookings: Call 1300 435 966 or email info.pen@iFLY.com.au to secure a spot.

Location: iFLY Indoor Skydiving Penrith, 123 Mulgoa Rd, Penrith NSW

About iFLY Downunder

Located in Penrith, NSW, iFLY Downunder is Australia's largest indoor skydiving facility, offering state-of-the-art wind tunnel technology. It provides a safe and exhilarating experience for flyers of all skill levels and regularly hosts competitions and events that contribute to the growth of indoor skydiving as a sport.