



By special request: Wallbounce soars with the unusual

By Jennifer Heldt Powell

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Eric Pizzi is a dedicated financial analyst by day and a Pearl Jam fan by night.

So what's the one thing that would really make his day? The incredibly-difficult-to-obtain front row tickets to the band's show, of course.

He got them from a new company that specializes in providing unique experiences. Wallbounce also gave him advice on finding attractions in Washington, D.C., and helped him find a hotel in his budget.

From front row tickets to driving an Aston Martin for a day to getting coveted seats at a New York fashion show, Wallbounce can do it.

The Virginia company is expanding into Boston and looking for top attractions to add to its offerings.

Wallbounce creates one-of-a-kind packages that it sells on the Internet. It also handles special requests.

"Most people work very hard and they don't have time to plan, or they have just a three-day vacation and they want to go somewhere and know it's going to be fun," said Wallbounce founder and chief Robin Wilson.

Wallbounce's goal is to make wishes come true.

Dr. Tom Pepper of Columbus, Ohio, wanted to surprise his wife with a trip to New York's Fashion Week, but he didn't even know when it was.

Within days, Wallbounce had pulled together a complete package, including front row tickets to the show of his wife's favorite designer, Betsy Johnson.

"You should have seen who was behind us," said Lenita Johnson, who took her best friend Johnnie Wolfson from Boston.

Their seats were even better than those of Fabio and Carson Kressley from "Queer Eye for the Straight Guy." Being in the front row also meant they got to go backstage and meet the designer.

"This was the highlight of my life," said Lenita Johnson, still gushing months later.



Wilson came up with the idea for Wallbounce when running another business, WSG Consulting, which does high-end renovations for executives. An adventure lover, she was often doing things that others admired.

She used her contacts to start putting together creative options.

Prices range from \$100 to \$100,000 depending on the activities and the client's budget.

Wallbounce is becoming a clearinghouse of sorts for companies that offer adventure or unusual trips, Wilson said. The company screens them to ensure clients are getting the best options. It also gives small operators a chance to reach a larger audience.

The company can also put together charity auctions, arranging everything from the packages to be sold to handling the online bidding.