

**Wonderland of Waynesboro**  
11855 North Landis Ave.  
Waynesboro, PA 17268  
717-387-3119

[https://  
www.wonderlandofwaynesboro.com/](https://www.wonderlandofwaynesboro.com/)



**Franklin County**

**Industries: Entertainment/  
Family Fun Center**

**Founded: July 2018**

**SBDC Assistance:  
Business Planning,  
Financial Projections  
Start up assistance**

**“Cheryl gave me the  
strength to succeed.**

**-Kiersten Campbell**

**Shippensburg University SBDC**  
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## The Dream is Wonderland

Kiersten Campbell had the imagination and drive to develop a place to serve the community in Waynesboro, PA. Prior to starting Wonderland, Kiersten was working in healthcare. She enjoyed helping those with disabilities to accomplish



everyday tasks. Her main focus is to make sure everyone has the best quality of life. Carrying this passion over to Wonderland, owning her own business was always the goal. When asked why this business, Kiersten said, “I choose a children’s activity center to see their beautiful smiling faces every day. I wanted to see the joy Wonderland brings to families. A place to spread positivity and togetherness through our community.” Kiersten is supported by 2 amazing children and a wonderful husband, a veteran who is always willing to lend a hand.

It took Kiersten 2 years of research while working another job and 8 additional months to secure a location. There was so much information; Kiersten realized she needed further guidance and contacted the Shippensburg University SBDC. Cheryl Young from the SBDC guided me step by step on everything I needed to complete to open the doors of Wonderland of Waynesboro. Financing for the business was a difficult process. Cheryl suggested a SBA loan, Kiersten made the decision to apply for a SBA loan and she was approved. Kiersten said, “Cheryl was with me through the whole process and still checks on me to this day. The SBDC’s involvement was my best decision.”

“There will always be obstacles, said Kiersten. Some people will try to stand in your way or steal your idea.” When trying to find a location Kiersten encountered landlords requiring her to disclose the nature of her business and giving her the impression they may decide to open a business similar to Wonderland. Kiersten said, “You must have faith in what you are doing and a realization that even if someone steals your idea, they do not have your passion and therefore will not create the same space as you.”

Kiersten continues to grow the business by offering special activities including birthday parties, escape rooms, paint nights and holiday themed events. There are several rooms for children to choose from, depending upon their interests, including a room with a jail cell where you can be a detective, a room with a fire truck where you can learn fire safety and a sensory room. Visit Wonderland of Waynesboro to explore all the rooms. Kiersten is continuing to make additions and hopes to create a new group to have impact on the community and give the youths of Waynesboro the chance to be a mentor. New events coming soon! Wonderland of Waynesboro has something for everyone in your family. Stop by and enjoy the wonder!

