

FOR IMMEDIATE RELEASE

‘LIGHTS, CAMERA, ACTION!’ ON THREE QUARTERS OF A MILLION POUND REFURBISHMENT AT HOLLYWOOD BOWL

The UK’s largest tenpin bowling operator The Original Bowling Company has invested £750,000 in the refurbishment of its Hollywood Bowl Centre in Crawley Leisure Park.

The refurbishment project is the company’s 6th of the year. Completed on 31st July, the Centre remained open for the duration of the project, and celebrated its new look with a VIP event on 12th August.

The company, which was formed in 2010 by the combination of AMF Bowling and Hollywood Bowl, is currently looking for investment opportunities nationwide.

Crawley investment details

The redesigned Centre represents a ‘new generation’ of Hollywood Bowl, including 26 fully computerised lanes with plush leather seating, a new ‘Hollywood Diner’ restaurant concept and bar, and a new décor worthy of its glittering namesake, celebrating all things Americana. It even houses a full-size Mustang, serving as a dining car.

In addition, an advanced scoring system means that players can share their scores on social media, and post their strikes on Facebook. Linked screens also let everyone at the venue know when someone gets a strike.

The new booking system allows visitors to invite Facebook friends to share a game with them when they book online, and can automatically ‘check in’ the party upon arrival.

There are also four new, exclusive VIP lanes decorated with portraits of Hollywood legends allowing visitors to get the A-list treatment and bowl in a plush, roped off area, with bowling balls that look like giant pool balls.

Any of the Centre’s 22 additional lanes can be pre-booked. With classic diner-style booths in the restaurant and bar area available, Hollywood Bowl is perfectly positioned as not only a great place to enjoy a game of bowling, but also an entertainment haven for families and adult fun seekers alike.

The refurbishment project also included the addition of a new look ‘Hollywood Diner’ - an in-house restaurant serving freshly-made American classics, including handmade burgers prepared to a special recipe, gourmet dogs and shakes made freshly to order. Food and refreshments can be delivered directly to guests’ lanes while they play by American-style ‘lane hosts’, so the fun doesn’t have to stop for refuelling.

The Centre's revamped bar houses a pool table area, and serves a variety of drinks and traditional and house speciality cocktails - making it an ideal venue for night time trade.

Additionally, the Centre's brilliant amusement area, complete with air hockey, the latest games machines such as 'Pac-Man Smash', and crane games with plush toy prizes will provide all the extra entertainment visitors need.

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For more information, or for media enquiries, please contact:

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Notes to Editors

About Hollywood Bowl

Hollywood Bowl is part of The Original Bowling Company (TOBC), a company that was formed in August 2010 by the combination of AMF Bowling's UK Family Entertainment business and the Hollywood Bowl business which was acquired from Mitchells & Butlers PLC.

It is the UK's leading ten-pin bowling business with 44 centres operating under the Hollywood Bowl (32 sites) and AMF Bowling (12 sites) brands.

Specialising in large, modern, high quality bowling centres, TOBC has built a reputation for delivering outstanding family entertainment in venues that, due to their unique nature, are also aspirational leisure destinations for young adults and perfect for corporate parties and events.

Since its formation in 2010, TOBC has modernised the customer bowling experience. With innovations like its state-of-the-art booking and scoring systems, which interact with customers via social media, and centres offering premium restaurants, licenced bars, Costa Coffee outlets and exclusive pre-bookable VIP lanes, TOBC has brought bowling into the 21st Century.

The company employs 1,469 team members, 75 of whom are based at its central support centre in Hemel Hempstead

TOBC was acquired by Electra Partners in September 2014.