

## **NEW HOLLYWOOD BOWL CENTRE TO OPEN IN DERBY**

intu Derby is developing a new 42,000 sq. ft. leisure development on the third level of the centre which will be home to Hollywood Bowl, the flagship brand of the UK's leading ten-pin bowling business, and Paradise Island, the leading provider of adventure golf attractions.

Martin Breeden, Development Director at intu said: "We're delighted to announce these two new lettings at intu Derby. This will further build on the great customer experience already provided to the millions of people who visit us every year. By extending the leisure offering at intu Derby we will be able to attract more people, from further afield, more often and provide compelling experiences that will encourage them to stay for longer."

The new Hollywood Bowl at intu Derby will represent The Original Bowling Company's latest generation of family entertainment centres with 18 fully computerised ten-pin bowling lanes, including 4 exclusive VIP lanes. It will also feature an American diner, a stylish bar and fun packed amusements and pool areas. The décor of the bowl will be a celebration of Americana including a full-size vintage Ford Mustang.

Steve Burns; CEO of The Original Bowling Company said " We are very excited to be bringing a new, state of the art entertainment venue to Intu Derby. The new Hollywood Bowl will provide high quality, fun-filled leisure experiences to customers of all ages in our bowling, diner, bar and amusement areas

intu Derby is an essential shopping destination that attracts 25 million visitors annually. Spanning 1.3 million sq. ft., the prime shopping centre offers visitors over two levels of retailers, leisure space including a 12 screen cinema on the third floor and a theatre.

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### **About Hollywood Bowl**

Hollywood Bowl is part of The Original Bowling Company (TOBC), the UK's leading ten-pin bowling business with 54 centres operating under the Hollywood Bowl (31 sites) and AMF Bowling (12 sites) and Bowlplex (11 sites) brands.

Specialising in 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 21<sup>st</sup> Century.

The company employs 2,000 team members, 100 of whom are based at its central support centre in Hemel Hempstead

### **About intu**

A FTSE 100 company, intu owns and operates many of the UK's biggest and most popular retail and leisure destinations, including nine of the top 20, incorporating super-regional centres such as intu Trafford Centre, intu Lakeside and intu Metrocentre, together with a number of city centre locations from Watford to Newcastle.

With over 23 million sq ft of space hosting top UK and international retailers from Apple to Zara, intu owned centres attract some 400 million customer visits from three quarters of the UK's population every year.

intu has a UK investment pipeline of £1.5 billion over the next ten years to add 2.6 million sq ft of new retail and leisure space, of which 2 million sq ft is already consented. Major projects due to be underway soon include the extension and refurbishment at intu Watford and leisure expansion at intu Lakeside.

### **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, the Hollywood Bowl business which was acquired from Mitchells & Butlers PLC and Bowlplex which was acquired in 2015.

It is the UK's leading ten-pin bowling business with 54 centres operating under the Hollywood Bowl (31 sites) and AMF Bowling (12 sites) and Bowlplex (11 sites) brands.

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TOBC was acquired by Electra Partners in September 2014.