

## **FOR IMMEDIATE RELEASE**

### **THE ORIGINAL BOWLING COMPANY CONTINUES INVESTMENT PLANS WITH HALF A MILLION POUND REFURBISHMENT OF HOLLYWOOD BOWL, LEEDS**

The UK's largest tenpin bowling operator The Original Bowling Company has invested £500,000 in the refurbishment of its Hollywood Bowl Centre in Cardigan Fields Leisure Park.

The redesigned centre is one of the latest generation of Hollywood Bowls, complete with 32 lanes with touch screen technology, a fabulous new 'Hollywood Diner', a stylish bar and brand new décor celebrating all things Americana.

It follows other major refurbishments undertaken in 2015 at Hollywood Bowl centres in Crawley, Eastleigh, Cardiff and Basildon.

Steve Burns, CEO at The Original Bowling Company said: "We have made significant investment in our existing estate in 2015 and our family, adult and corporate customers have all reacted very positively to the fantastic new environments we have created.

"We have a comprehensive investment schedule in place for 2016 and additionally are actively looking for opportunities to open new centres on a nationwide basis."

#### **Further details**

The new style Hollywood Bowl in Leeds features:-

Six new and exclusive VIP lanes, allowing customers to get the A-list treatment, and bowl in a lavish, private area overlooked by Hollywood legends.

A new look 'Hollywood Diner' - serving freshly-made American classics, including handcrafted burgers, gourmet hotdogs and retro milkshakes.

A stylish revamped bar which houses a pool table area, and serves a variety of drinks and traditional and house speciality cocktails - making it an ideal venue for evening trade.

A brilliant amusement area, complete with air hockey, the latest games machines such as 'Pac-Man Smash', and crane games with plush toy prizes that provide some extra fun-filled entertainment.

- ENDS -

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### **Notes to Editors**

#### ***About Hollywood Bowl***

Hollywood Bowl is part of The Original Bowling Company (TOBC). It is the UK's leading ten-pin bowling business operating 44 centres under the Hollywood Bowl and AMF Bowling brands.

TOBC has built a reputation for delivering outstanding family entertainment in venues that 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, and centres offering American diners, licenced bars and exclusive VIP lanes, TOBC has brought bowling into the 21<sup>st</sup> Century.

The company employs 1,500 team members, 75 of whom are based at its central support centre in Hemel Hempstead.