

FOR IMMEDIATE RELEASE

HOLLYWOOD BOWL IN SURREY QUAYS STRIKES IT LUCKY WITH £350,000 REFURBISHMENT

South East London's much loved Hollywood Bowl in Surrey Quays is set to undergo an impressive £350,000 refurbishment this month.

The Centre will close on the evening of 22nd November and the work will take place in just one week, with the Centre re-opening again on Friday 27th November at 6pm to showcase a makeover that embodies its glittering namesake.

The redesigned 'new generation' Centre will include a brand new Hollywood Diner, serving handcrafted burgers, gourmet dogs, freshly made shakes served in milk bottles and retro glasses, as well as American classics from the new menu. The Diner will sit alongside a brand new American-style bar serving house speciality cocktails.

One of the booths in the Diner will even be made out of a vintage Mustang car - an ideal spot to enjoy one of Hollywood Bowl's signature sundaes!

In true US style, food and drink can also be delivered directly to all 28 of the new-look Centre's lanes while people play. There's even a tasty lanes menu for those wanting a lighter bite while they bowl.

As part of the work, six new and exclusive VIP lanes will be created, making it the only Hollywood Bowl in the country with a VIP offering of this size. VIP lanes allow visitors to get the star treatment and book to bowl in a plush, roped off area named after their favourite American icon, with stars including 'Marilyn Monroe', 'Harrison Ford', 'Audrey Hepburn' and 'Elvis'.

Any of the Centre's 22 additional lanes can also be pre-booked, and with lots of different areas to hang out in before or after bowling in the Diner and bar area, Hollywood Bowl is perfect for celebrations of all occasions; from family gatherings and children's parties to nights out, work functions and informal work socials.

Team members are also always on-hand to help set up ramps and in-lane bumpers that give little ones a great chance of beating the adults.

Touch-screen technology and an advanced scoring system means that players can even share their scores on social media, and post their strikes on Facebook.

A specially designed booking system also 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.

The Centre's impressive amusement area, complete with the latest industry leading games such as Star Wars Pod Racer, all new retro games like Crossy Road and old favourites like crane games with the latest movie related prizes, have also been part of the transformation.

There is the added opportunity to 'Play for Prizes', where guests can collect tickets won on their favourite games and exchange them for great goodies, from candy to remote controlled Bugatti's.

Dan Martinez, General Manager of Hollywood Bowl, Surrey Quays said: "This is a massively exciting time for our Centre - we're getting a makeover that befits our glamorous name and stylish London location. We can't wait for our customers to see the new-look Centre."

The Centre is also recruiting for a number of exciting new roles. We're currently looking for an Assistant Manager with ambition who wants to develop their career in the world of leisure. You can get lots of exposure and experience to all sides of the industry with us. We have a great record for rewarding and developing our people, our Centre Manager In Training Programme is the perfect opportunity for Assistant and Deputy Managers aspiring to be our Centre Managers of the future. Come and show us, and our customers, what you can do. Find the best

- ENDS -

Notes to Editors

For more information, or if you would like to send a photographer to take before/after shots, please contact: Laura Nugent at Van Communications on 020 3179 0720 / laura.nugent@vancomms.com

www.hollywoodbowl.co.uk/our_centres/surrey_quays

- The Centre will be holding its VIP opening night celebrations on January 13th. To attend contact Laura.

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.