



## News Release

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### **BOWL AMERICA SHORT PUMP-- RICHMOND'S FIRST CENTER IN 15 YEARS - - SET FOR DECEMBER OPENING**

**RICHMOND, VA**--Bowl America, owner and operator of 18 bowling centers along the Atlantic seaboard--including three others in the Richmond area--will open a new facility in Short Pump sometime next month. It is believed to be the first bowling center built in Richmond in more than 15 years.

Bowl America Short Pump, a 40-lane center adjacent to the Short Pump Mall (at the intersection of Pouncey Tract Road and Broad Street), will serve both recreational and corporate audiences. It will offer the full range of league bowling options (youth, women's, men's, mixed and seniors among others) and a variety of special activities, including *cosmic bowling*, the highly popular glow-in-the-dark experience for youngsters of all ages. Birthday parties--for children and adults--along with celebrations of any special occasion are expected to be popular with families in the rapidly developing northwest Richmond area.

On the corporate side, Bowl America Short Pump will offer catering services for groups from 10 to 400, everything from office parties to large company outings or sales meetings. A number of party rooms will be available and a variety of menus will be offered, each of which can be customized to accommodate everything from continental breakfasts to dinner buffets.

"We think this fills a void in the Richmond market and its location nicely complements our three other centers," said Bowl America General Manager Irv Clark. "We've been the place where thousands cheer for more than 40 years. We have every expectation that Short Pump will quickly become a popular--and profitable--center."

Bowl America has offered the finest in family entertainment to league and recreational bowlers since opening its first location in the Washington, DC area in 1958. With the addition of Short Pump, the company will total four centers in the Richmond area. The others are Bowl America Eastern (5018 Williamsburg Road), Bowl America Midlothian (7929 Midlothian Pike) and Bowl America Southwest (11532 Hull Street Road).

For more information, call 804-744-1500 or visit [www.bowl-america.com](http://www.bowl-america.com).