

Casinos Strike It Big With Bowling

The latest news in the gaming industry is one of mankind's oldest sports. All across the country, casino developers are discovering bowling as a way to increase foot traffic, broaden market appeal, and offer more entertainment options to the communities they serve.

"Bowling is leading an entertainment revolution, as the focal point of one-stop-entertainment centers," said Jason Dean, director of new business development, Brunswick Bowling. "Family entertainment centers are an ideal expansion option for casinos, since they encourage guests to stay longer and spend money on games, attractions, food, and drinks. Bowling appeals to people from age four to 79, helping casinos attract new clientele."



UltraStar Multi-Tainment Center at Ak-Chin Circle, in Maricopa, Ariz., boasts the Ten Pins Down bowling center with 16 standard lanes and eight VIP lanes, full food and beverage laneside service, and what UltraStar calls "the audio-visual capabilities of the hippest nightclub." The center offers Cosmic Bowling and other bowling innovations from Brunswick.

UltraStar Multi-Tainment leverages bowling as an asset and an added value to the casino. Guests might originally visit to enjoy one of its fine-dining restaurants or take in a movie, and stay to play a round of bowling. UltraStar appreciates that a quality bowling center is a long-term asset with minimal overhead.

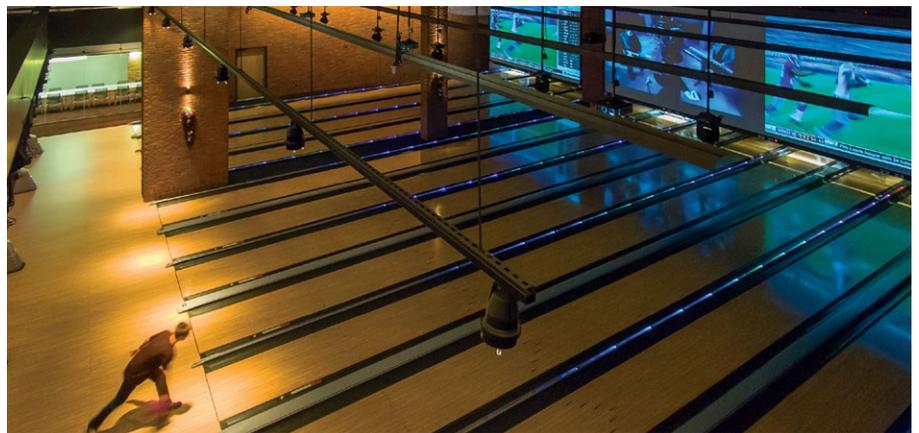
Across the country in Atmore, Ala., the Wind Creek Casino and Hotel added a family fun entertainment center in early 2014 featuring the Strikes Bowling Alley, movies, food, and arcade games. It was a logical choice for a community where residents were driving 45 minutes to enjoy the closest entertainment options. The center features 12 lanes and a private VIP suite with four lanes, all offering Cosmic Bowling; an eight-screen cinema; sports bar and restaurant; and frozen yogurt/coffee bar.

"Brunswick was top notch and accepted nothing less than perfection," said Kevin Rackard, construction project manager for the Wind Creek addition. "The end product was second to none. The sales rep and installers knew their jobs well and made this first-time experience a success for us."

Meanwhile, in Shawnee, Okla., FireLake Bowling Center hosts numerous professional, collegiate,

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and high school bowling tournaments throughout the year in addition to its weeknight leagues and amateur tournaments. The Professional Bowlers Association has praised FireLake for its hosting of PBA tournaments, noting that the PBA Tournament of Champions, the organization's signature event, is held in a select few locations around the country. PBA players enjoy all the amenities of the Grand Casino Hotel and Resort and FireLake Bowling Center, and area fans enjoy having the event in their community.



FireLake features 24 state-of-the-art Brunswick lanes, arcade game room, pro shop, and food and drinks. The bowling center hosts birthday parties, corporate events, and fundraisers for local charities all year round.

Learn more by visiting Brunswick Bowling at <http://www.brunswickbowling.com/casino/>.

Brunswick® Experience is Everything.