



## Add the Most Popular Birthday Party Activity to your FEC

Each year, more than 10 million children celebrate their birthdays with bowling, making it the #1 birthday party activity of choice for children aged 12 and under. And it's not just for kids — bowling appeals to folks of all ages as a game that virtually everyone enjoys and knows how to play. It's an ideal way for family entertainment centers (FECs), resorts, restaurants, and bars to differentiate themselves while boosting food and beverage sales and increasing group events, including birthday parties, corporate teambuilding meetings, charity fundraisers, high school after-prom and graduation parties, and more.

*"We wanted to increase year-round attendance with a cold-weather attraction, and increase our corporate events business. Bowling is great because it's something everyone, from 3-to 83-years-old, can do. We're dedicated to bringing families together for good entertainment, and bowling fits that mission."* – **Scott Huish, Tukwila Family Fun Center**

For some proprietors who are considering adding bowling to their FEC, it's not a question of if, it's a question of where.

Enter Epicenter™ from Brunswick Bowling, the ideal solution for smaller spaces. Epicenter inspires more people to visit, stay longer, and spend more by bringing authentic bowling to spaces that can't accommodate traditional lanes.

Epicenter's reduced-length lanes and StringPin™ pinsetter make it all possible. There's no need for you — or your guests — to settle for mini-bowling or an arcade-like version. Epicenter uses full-size balls and pins for an authentic bowling experience that keeps guests engaged longer and encourages more food and beverage spending.

### **Shorter lanes**

Epicenter lane lengths range from 56'-3" to 73'-9" (as compared to standard 88'-6" bowling lanes) and can be customized to fit your space. Differentiate and liven up your space by choosing from any of Brunswick's synthetic lane options, including rich wood finishes from the Colorfull™ line, or apply a custom graphic to the lane surface to create a one-of-a-kind look with our Ultimate lanes.

### **Low-maintenance pinsetters**

Brunswick's StringPin pinsetter is lightweight, compact, and durable, making it ideal for even the busiest venues. StringPin offers reduced maintenance and energy costs, and doesn't require an on-staff mechanic to maintain. The system auto-detects any tangles and automatically rights the pins.

### **Welcoming furniture**

Make the most of this revenue-boosting attraction with Center Stage™ furniture, which is fully customizable and designed to create an enticing space that's soft and child-friendly, with the industry's only five-year warranty.

### **Sync™ scoring**

Brunswick's Sync scoring and management system provides the ultimate in user-friendly operation and terrific games for children's birthday parties, including 5-frame, 1-ball games, and our exclusive Angry Birds Bowling, based on the wildly popular Angry Birds Classic. Sync also includes games designed for bowlers of all ages and ability levels.