Walt Disney World News

Largest Splitsville Luxury Lanes Roll Strikes at Downtown Disney

LAKE BUENA VISTA, Fla. – The latest trend in boutique bowling arrived at Downtown Disney with the December 2012 opening of Splitsville Luxury Lanes. The upscale, retro-style bowling venue is the largest in the bowling brand's fleet and joins other fun, family-friendly entertainment options at Downtown Disney at Walt Disney World Resort.

Splitsville at Downtown Disney is the bowling brand's only two-level location with 30 lanes and more than 50,000 square feet of entertainment space – twice the size of any other Splitsville – featuring billiards, live entertainment, a balcony bar with sweeping views and upscale dining options that cater to the entire family. This is *not* your father's bowling alley.

"Splitsville is a perfect fit for Downtown Disney," said Keith Bradford, vice president of Downtown Disney. "From a new twist on a beloved sport to an impressive menu you'd never expect to find in a bowling facility, Splitsville offers a great experience that complements our other unique offerings at Downtown Disney. I'm sure it will quickly become a guest favorite."

The Splitsville concept is anchored by bowling – the largest participation sport in America – but with a modern take that brings together entertainment and upscale food in a non-traditional bowling setting. For instance, the décor is a blend of hip and nostalgic elements with the bowling lanes separated into clusters that create unexpected sight lines for guests. There are also lane concierges available nightly to help maximize the bowling experience for guests.

"Splitsville is about socialization and creating memories. In a world of smart phones, texts and social media, people need an outlet to connect in person again," said Mark Gibson, co-founder of Splitsville. "Bowling is an activity that appeals to almost everyone and the natural gaps of time between frames allows families, friends or work mates to engage in conversation, grab some sushi or encourage guests on the next lane."

The Splitsville menu is distinctly different than your typical bowling alley fare. Guided by award-winning chef Tim Cushman, the menu features a variety of higher-end offerings such as grilled Mahi Mahi with "Voodoo" shrimp, filet sliders and grilled chicken parmesan, plus a kids menu, in addition to traditional bowling alley food items. There are even two sushi bars where guests can get fresh-rolled sushi.

"We've created a collection of menu items that are perfect for sharing," said Guy Revelle, co-founder of Splitsville. "Whether it is sushi, sliders or pizza, customers can order combinations of food and then taste a little bit of everything. It creates a very interactive and social experience where the Splitsville concept helps 'break the ice' and allow guests of all ages to relax and enjoy their time at our luxury lanes!"

What's the price to bowl?

Prices ($15-$20 per person) and length of playtime vary based on time of day and party size, and include the cost of shoe rentals. For the latest pricing information, please visit the Splitsville website.

The addition of Splitsville builds on the expanding list of entertainment and retail options for guests at Downtown Disney. Florida's first AMC Fork & Screen movie theatre, Characters in Flight operated by Aerophile, Sunglass Icon, and Something Silver are just a few of the other recent additions to Downtown Disney at Walt Disney World Resort.

Splitsville at Downtown Disney is the Orlando-based chain's fifth location joining venues in Tampa, FL, Miami, FL, Fairview, TX and Fredericksburg, VA. The expansion to Downtown Disney comes amid a growth era for the sport of

bowling, which is the most popular participation sport in America with nearly 70 million people participating in the sport each year, according to the Bowling Proprietors' Association of America. More than 60 percent of bowlers in the United States are under age 34 and nearly half are women.

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ABOUT SPLITSVILLE LUXURY LANES

Since the opening of the original location in Tampa, Fla. in 2003, Splitsville Luxury Lanes has grown to include locations in Miami, Fla., Fairview, TX and Fredericksburg, VA. Splitsville Luxury Lanes provides a complete entertainment experience through its comfortable atmosphere, sophisticated full menu, chic bars and innovative design. For more information, visit www.splitsvillelanes.com.

SplitsvilleFacts/12/19/2012: gg