



FOR IMMEDIATE RELEASE
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Swaders Sports Park Opens New Family Entertainment Facility

PRINCE GEORGE - Swaders Sports Park will hold the grand opening celebration of their new 38,000-square-foot entertainment facility that houses a multi-level laser tag arena, an arcade, an indoor playground, birthday party rooms and more on October 4-5, from 10 a.m. to 10 p.m. The celebration will include raffles, prizes, entertainment and other give-a-ways. This celebration is open to adults and children of all ages.

Swaders began construction of this new family entertainment center in November 2007. It features a Lasertron laser tag arena that is the first of its kind in VA south of the James River, and only the fourth in the state. Lasertron is the longest operating laser tag company in the U.S. It is the leading name in laser tag equipment, providing challenging, safe and fun entertainment for youth and adults, alike.

The new building also features 7,500 square feet of arcade-style gaming space; Route 66 Bowling, a miniature version of bowling; and a PlaySmart indoor playground. The facility includes an expanded snack bar with indoor and outdoor dining and six party rooms for birthday or corporate events. Banquet space, as well as a fully wired conference room that can be used for corporate team-building outings, are located on the second floor mezzanine. The second floor is also available for groups to host "lock-ins" or other group functions.

"The Tri-Cities has had few family entertainment options, especially in the evening, which directly impacts our region's quality of life," said Renee Wyatt-Chapline, the Executive Director for Virginia's Gateway Region, a regional economic development organization which serves the cities of Colonial Heights, Hopewell and Petersburg, and the counties of Chesterfield, Dinwiddie, Prince George, Surry and Sussex. "The Swader's decision to build in Prince George County a year-round family entertainment center for all ages has dramatically increased the Tri-Cities' recreational offerings, making our region an even better place to work, live and visit."

Swaders is a family-friendly sports park located in Prince George County, VA, at the intersection of Temple Avenue and Puddledock Road. The park also features other attractions such as two types of go-kart tracks, batting cages, 36 holes of miniature golf, a driving range that was voted one of the Top 100 Driving Ranges in America and on-site lessons with a golf pro.

"We are very excited about the new year-round, all-weather, daytime and evening family entertainment our expansion will bring to the Tri-Cities and southside Virginia," said Ken Swader, director of operations for the sports park. "We have always been dedicated to providing our community with fun, exciting attractions, and this building now gives everyone more entertainment options."

For more information about Swaders, call (804) 733-3700, or visit them online at www.swaders.com.

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