



MEDIA ADVISORY

NEW ENTERTAINMENT VENUE COMING TO BAKERSFIELD!

The BLVD will include upscale dining, bars, bowling, games, live music and more...

Bakersfield, CA – May 16, 2017 – David C. Bynum, President of *The BLVD* announced today an exciting new entertainment and dining concept, opening later this year. The venue, *The BLVD*, will be located at 3200 Buck Owens Blvd occupying the former Home Base location and adding to the existing area development which includes Rush Air Sports, The Bakersfield Karting Experience and Temblor Brewing Company.

The 45,000+ square foot venue will offer a full-service restaurant, 22 state-of-the-art bowling lanes with a VIP bowling section, outdoor beer garden with 2 bocce ball courts, a spacious covered patio, 3 full-service bars, interactive games, billiard tables, a two story locally themed laser tag arena, indoor ropes course, live entertainment, private party areas and meeting rooms for corporate get-togethers. The BLVD will provide an immersive environment for sports enthusiasts, with huge 15-foot screens over the bowling lanes and over 40 HDTVs throughout the venue, including several 80" screens.

The BLVD will have a thoughtfully crafted menu featuring gastro pub style farm to table cuisine. Shared plates include items ranging from shishito peppers, creamy rice, fresh guacamole and meatballs. Guests who are interested in larger meals will be able to choose from dishes such as our signature hearth-oven pizzas with fresh pizza dough, street tacos, hand crafted burgers and short ribs. The full-service, casual dining experience will include local ingredients, an open-exhibition kitchen and outdoor patio with fire pits, and will accommodate seats for up to 625 with indoor and outdoor seating.

The family-friendly entertainment venue will also include 60 interactive arcade games. Guests of all ages will be able to win a variety of exclusive prizes from the retail store, which will offer a large selection of premium merchandise for redemption of game winnings.

For the 21-and-over crowd, *The BLVD* will feature a private 8-lane boutique bowling area with HDTVs, comfortable sofa seating and lounge area for the ultimate private party and sports viewing experience. The area will include a private bar, billiard tables and plenty of space to socialize and kick back with friends!

In addition on selected weekends, live bands and DJs from the local area will provide a wide assortment of entertainment to patrons. Plus each of the three bars will feature signature drinks, expansive bourbon selection, a comprehensive wine list, and a large selection of local and handcrafted draft beers, spiked teas & mules and premium brown liquor selection.

"We're thrilled to bring *The BLVD* to Bakersfield and to be opening a venue that promises great food and fun for adults as well as the entire family," said David C. Bynum, President. "*The BLVD* is

the perfect venue for adults, corporate clients, families and friends to get together in a fun, high-energy environment with the added excitement of bowling, Americana cuisine, interactive games and live music. We're thrilled to share this experience with our community."

Construction on *The BLVD* is expected to commence later this month with a target opening of late 2017.

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About The BLVD.

The BLVD is owned and operated by The BLVD, LLC and Trifecta Management Group (TMG). The two companies have formed a strategic alliance to develop and operate the venue, providing Bakersfield with a first-class, leading-edge entertainment source.

The BLVD LLC is locally owned by a group of residents looking to provide high quality entertainment and dining options to the people of Bakersfield and Kern County.

Trifecta Management Group, founded in 2005, provides innovative concepts, comprehensive management services and value added solutions/systems to the restaurant and retail entertainment industries. The founders and managing partners of TMG have more than 70 years of related experience and comprised the executive management nucleus at GameWorks, the acclaimed restaurant and interactive entertainment concept founded by Steven Spielberg, Universal Studios® and Sega®. TMG has become recognized for its custom concepts and manages venues throughout the nation. For more information about TMG, visit trifecta-mg.com.

Media Contact.

Mira Patel

Six23 Media

mira@six23media.com

661.301.2081