



City of Reidsville Press Release – Release Date August 3, 2017

Bowling alley has a new name, new management, new plans

The former Reidsville Lanes bowling alley off Freeway Drive is making some changes.

Now called the Reidsville Bowling Center, the facility is under new management. The location hasn't changed although the landscape around it has. The bowling center is located behind the newly built Verizon store on Freeway Drive.

Plans are to upgrade the bowling center with a new grill and new signage, and the business owners are looking to obtain an ABC permit for the facility as well. The center will be open every day except Wednesdays. Hours are 12 noon to 10 p.m. on Sundays, Mondays, Tuesdays and Thursdays and 12 noon to 11 p.m. on Fridays and Saturdays. Hours may be changed or expanded as new bowling leagues are created.

“We look forward to serving the Reidsville community for many years,” said company representative Rodney Richmond. “We believe this can be a great bowling center, and we hope the planned upgrades will attract a customer base, both young and old, not only from Reidsville and Rockingham County but beyond.”

Reidsville Mayor Jay Donecker is thrilled the bowling center will continue to remain open.

“Having the bowling center here is a plus for our residents, especially for our youth and seniors,” the Mayor said. “It keeps dollars here and attracts visitors, giving us another amenity for everyone to enjoy.”

“Our intention all along has been to find management for the bowling alley and to keep it open,” said Emory Croom of Atlantic Coast Commercial Real Estate, which owns the property. “We really like the Reidsville market and successfully partnered with the City to find someone to make it happen.”

The new management credited longtime bowling alley operator Kelly Carlton and Croom for their extra efforts into making this a smooth transition. “Without their efforts, we couldn't have made this happen,” Richmond said.

This weekend the new management will offer to the community a special for this Friday and Saturday, August 4-5. Bowlers can take advantage of a “\$12 all you can bowl” between 8 p.m. and 11 p.m. The Downtown Doghouse will have a food cart on site for the weekend promotion, along with a DJ.

Richmond said the bowling center will offer specials throughout the year, including an upcoming “back to school” special where with every paid adult, one child will be able to bowl free. The center will also be focusing on building up its bowling leagues.

Richmond credited the City for helping with this project.

“The City of Reidsville has been very helpful in guiding us and giving us direction on who to see and where to go to get things moving,” he explained.

The cost will be \$3.10 per game for adults and \$2.10 for youth aged 17 and under as well as seniors aged 55-plus. The center will be accepting credit cards in the near future.