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FOR IMMEDIATE RELEASE
November 27, 2012

Uptown Alley Offers Bowling, Food, Fun and Much More

Red Embers Bar & Grill complements dynamic entertainment experience

(RICHMOND, Va.) – *Uptown Alley*, a new 57,000 square foot entertainment and restaurant venue, is welcoming community members with an appetite for fun and a palate for delicious food at the grand opening on **Thursday, December 6th at 8 p.m.** The casual atmosphere, designed in an upscale environment, features *Red Embers Bar & Grill*, 38 lanes of bowling, over 60 video and prize games, and live entertainment. *Uptown Alley* is located at **6101 Brad McNeer Parkway (near Commonwealth 20 movie theatre)**.

Uptown Alley offers much more than high-tech bowling with over 60 video and prize games, two full service bars, live entertainment, private party rooms, billiards and a sports theater. The fun doesn't stop there -- Uptown Alley provides food and drink service to guests directly at their bowling lane, throughout the venue or in the restaurant.

Red Embers Bar & Grill seats 140 indoor and another 80 outside on the spacious patio adorned with beautiful stone walkways and a fireplace. The menu features classic Americana cuisine prepared at an open exhibition kitchen. Items include Steak Sliders, Chicken and Goat Cheese Flatbread, Toasted Sesame Calamari, Blackened Mahi, Lobster Mac & Cheese and Grilled Flat Iron Salad, among other delicious selections.

Food and Beverage Director, Anthony Cyr, leads the day-to-day culinary operations and quality control at Uptown Alley. "What really impresses me about *Uptown Alley* is the unique positioning concept. The venue's leadership deliberately designed the business model to highlight food and beverage as the number one driving factor for visitors; entertainment, while obviously a large factor in the facility, comes secondary. That strategy is truly innovative and I'm honored to be a part of this one-of-a-kind experience in central Virginia," Cyr explained.

In addition to *Red Embers* restaurant, a sophisticated 21-years-and-older space is available upstairs called *The Rotunda.* It is the quintessential "ultra lounge" that includes 14 private bowling lanes, billiards, party rooms, DJ space, comfy seating and top music videos. A circle-shaped bar that overlooks the first floor for a bird's-eye view, offers signature drinks, specialty martinis, over 30 handcrafted draft beers and premium liquor selections. *The Rotunda* is perfect for corporate events, private parties and special occasions.

Happy hour specials are available from 3pm-7pm, including $3.00 16 oz. draft beers and well drinks, $4.00 house wines and a variety of $5.00 appetizers.

For more information, visit the website at www.uptownalleyrichmond.com. Follow *Uptown Alley* on Facebook at www.facebook.com/uptownalleyrichmond and on Twitter @UptownAlleyRVA. *Uptown*

Alley will be open from 11 a.m. to midnight Sunday – Thursday, and 11 a.m. to 2 a.m. Friday and Saturday. Call *Uptown Alley* at 804-744-1146.

Photos and tours available upon request

About *Uptown Alley*:
Uptown Alley, located in Midlothian, is a 57,000 square foot multi-level entertainment venue featuring bowling, an arcade, a full-service restaurant serving Americana classics, an ultra lounge and more. Owned by Uphoff Ventures and operated by Trifecta Management Group, the two companies have formed a strategic alliance to acquire, develop and operate properties, providing communities with first-class, leading-edge entertainment venues, with an immediate focus on the expansion of the *Uptown Alley* concept. *Uptown Alley* debuted in Surprise, Arizona, in May 2012, opening to critically acclaimed reviews and great guest reaction. Visit www.uptownalleyrichmond.com for more information.

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