MEDIA ADVISORY

45,000+ SQUARE FOOT DINING, ENTERTAINMENT AND EVENT DESTINATION SET TO OPEN APRIL 19, 2018 IN BAKERSFIELD

THE BLVD will include upscale dining, bars, bowling, games, live music, and more…

Bakersfield, CA – April 17, 2018 –*The BLVD,* Bakersfield's newest dining and entertainment hotspot, announced today its official grand opening date of Thursday, April 19, 2018. To celebrate, *The BLVD* will be hosting a private VIP Grand Opening Event benefiting five local charities include: CASA of Kern County, CSU Bakersfield Roadrunner Scholarship Fund, League of Dreams, Kern County Cancer Fund, and Youth Connection. The VIP event will be held on Wednesday, April 18 at 5pm. Tickets are $50 and can be purchased at BLVDBakersfield.com/GrandOpening. 100% of the proceeds from the VIP Grand Opening Event will benefit the local charities. The event is limited to 125 tickets per non-profit and is a 21 and over event.

With 45,000+ square feet of indoor and outdoor space, *The BLVD* offers diverse gastropub style cuisine, an outdoor beer garden featuring more than 50 handcrafted beers, 3 full-service bars and an array of action-packed entertainment options, including state-of-the-art bowling, laser tag, ropes course, bocce ball, video games and a prize store. *The BLVD* will be a go-to destination for locals and visitors alike, whether it is a lively date night, a gathering place for families and friends or an interactive venue for group events large and small.

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 grand opening of *The BLVD* brings an elevated level of excitement to the evolution of our dining, retail and entertainment offerings in Bakersfield. We are excited to see this collaboration with Trifecta become a reality. It has been a true team effort that will establish a new gathering spot for our community," said David C. Bynum, President of *The BLVD*, LLC.

"When we were originally approached to manage, we knew right away that Bakersfield would be the ideal location for the dynamic concept of *The BLVD*," said TMG Managing Partner Michael Auger. "As our grand opening date fast approaches, our excitement and anticipation continues to grow. With the culinary leadership of Chef Briann Avila in the restaurant, and the talented local management team led by General Manager Tino Lizaola, we are confident that our vision will come to life as we welcome Bakersfield through our doors."

Chef Briann brings a diverse culinary skill set with background in private menu development as well as large venue and restaurant management. Brie has been fortunate enough to work under world-renowned chefs and in some of the most prestigious kitchens in Las Vegas. The

diverse menu at *The BLVD* will feature gastro pub style farm to table cuisine, shared plate items including ahi tuna poke stack, chicken piadini and roasted brussels sprouts and larger entrée options like classic burgers, hearth-oven pizzas and Cajun chicken pasta.

Along with the full-service restaurant, guests will have the opportunity to experience *The BLVD's* outdoor patio and beer garden, complete with a fire pit and two 30-foot bocce ball courts. Inside, the family friendly entertainment venue will include 14 classic bowling lanes, ropes course, laser tag, 60 interactive sports, action and prize games and sports viewing on the venue projection screens at the lanes and HDTVs throughout area. Additionally, the VIP area will include a 21-and-over lounge, featuring eight exclusive bowling lanes, billiards table and a full-service bar.

An ideal location for private parties, group events or corporate retreats, the dynamic and interactive space at *The BLVD* can host groups up to 1,000, while *VIP* intimate space can accommodate 300 for a private indoor event. Led by Director of Sales and Marketing Rebekah Morgan, *The BLVD's* on-site events team can customize any experience for groups large and small, offering the latest in A/V technologies, private meeting space and team-building events.

Located at 3200 Buck Owens Blvd, occupying the former Home Base location and finishing the existing area development, *The BLVD* will have something for the entire family. *The BLVD* will be open daily for lunch and dinner Sunday through Thursday from 11 a.m. to midnight, and Friday and Saturday from 11 a.m. to 1 a.m.

# # #

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.

About Trifecta Management Group

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