



MEDIA RELEASE

Australia's iconic fun-filled bowling alley is rolling into Wollongong

Strike Bowling will be joining Funlab venues B. Lucky & Sons and Holey Moley - upping the ante for the city's entertainment destinations.

February 16, 2023 – Roll a spare or score a strike at Wollongong's first Strike Bowling, opening on April 14, 2023. Launching in Wollongong Central and boasting bowling and laser tag, Strike will join Funlab venues B. Lucky & Sons and Holey Moley, bringing a world of entertainment, right to the heart of the vibrant coastal city.

With ten bowling lanes, two party rooms, and a next generation 24 player laser tag arena, locals can say goodbye to ordinary bowling and hello to a whole new world of fun. Inspired by Italian designer Ettore Sottsass and French designer Camille Walala, Wollongong Strike's theme draws on the 80's Memphis and Miami beach culture that the coastal city embodies: bold, bright, fun, and full of energy. Better yet, when hunger Strikes after rolling a spare, the convenient lane service has all the bar and kitchen needs covered.

The fun continues off the lanes where guests can lock and load, wrangle their troops, and prepare to take on up to 24 people in Strike's state-of-the-art laser tag arena. Jam-packed with adrenaline-filled fun, the arena has easy-to-use props and legendary soundtracks to set the scene for an ultimate adventure.

Funlab CEO Michael Schreiber said Strike completes the ultimate adventure experience in Wollongong alongside Funlab venues B. Lucky & Sons and Holey Moley.

"We wanted to create a one-stop shop for ultimate out-of-this-world fun experiences, perfect for all ages. From kids and families, to young adults who want to let loose with a crazy cocktail while they're on the lanes - our Wollongong precinct is up everyone's alley.

"Our goal is to ensure everyone is having a good time, some delicious food and beverages, and a bit of healthy competitive socialising in the process. We have seen an increase in the desire for Aussies wanting experiences with friends that are more substantial than a pub or restaurant, and less intense than a full sporting game - and our venues are perfect for this. With mini golf, arcades, and now laser tag and bowling at Wollongong, it really brings out your inner child and takes experiential socialising to the next level," Mr Schreiber said.

Bouncing between bowls, visitors can fire up those tastebuds at Strike's fully equipped cocktail bar including all the classics, along with the brand's famous quirky in-house creations. The gourmet kitchen will also be slinging mouth-watering old-school sandwiches and burgers that are guaranteed to be a STRIKE!

Strike Bowling and laser tag are available from \$14 per person, with a discount everyday before 4pm for kids to bowl for \$10.

Pre-booking is now open for Strike Wollongong, for more details and to book, visit:

<https://www.strikebowling.com.au/locations/strike-wollongong>

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About Funlab:

Funlab is Australia's premiere creator of competitive socializing experiences.

From arcades, bowling alleys, mini-golf and much more, Funlab believes in taking familiar concepts and transforming them into immersive worlds of fun where people can connect in real life. Magnifying every small detail to create extraordinary experiences, Funlab operates 40 venues across 9 brands and over 2000 employees.

New South Wales venue locations

Strike

- Castle Towers
- Charlestown
- Chatswood
- Entertainment Quarter
- King Street Wharf
- Macquarie

Holey Moley

- Alexandria
- Bakehouse Quarter
- Castle Towers
- Charlestown
- Chatswood
- Darlinghurst
- Newtown
- Penrith
- Wollongong

Archie Brothers

- Alexandria
- Penrith

B. Lucky & Sons

- Entertainment Quarter
- Wollongong

La Di Darts

- Darlinghurst

Hijinx Hotel

- Alexandria