



3215 COFFEY LANE, SANTA ROSA, CA 95403 ** (707) 757-EPIC
WWW.VISITEPICENTER.COM

Epicenter Sports and Entertainment Announces Grand Reopening

The entire facility will reopen for the first time in 15 months on June 15th

Santa Rosa, CA (6/7/2021): Determined to overcome the financial devastation of fifteen months of shutdowns related to the Covid pandemic, Epicenter Sports and Entertainment is announcing its Grand Reopening for Tuesday, June 15th.

“We are so excited for our Grand Reopening,” said Epicenter General Manager Jenny Ogston. “We have really missed seeing the smiling faces of our guests over all of these months, and that has been incredibly difficult for everyone. It’s time to start having fun and hanging out with friends again!”

During the months of Covid shutdowns, Ogston and her team made use of the time to roll out upgrades to the offerings and service throughout Epicenter.

Ogston’s team terminated Epicenter’s relationship with Starbucks and replaced it with Piner & Coffey To Go, Epicenter’s own fast service café. Piner & Coffey To Go proudly features a slate of local products, including coffee from Bella Rosa, tea selections from Tea and Trumpets, and soft serve ice cream and Boston-style slush from Amy’s Wicked Slush.

“With Epicenter being a locally owned and operated business, we really wanted to support our fellow local businesses instead of being defined by one of the largest retail corporations in the world,” Ogston said. “The fit we have with Bella Rosa, Tea and Trumpets and Amy’s Wicked Slush could not be any better. Neighbors working together with neighbors--the way it should be.”

Expanding on Epicenter’s theme of fun and fitness, Ignite Martial Arts has joined the Epicenter family. They are offering their full slate of martial arts classes inside the huge wall of windows in the center of Epicenter. Class schedules and background information on their family-owned business can be found at <https://www.ignitemartialarts.org/>.

Rounding out Epicenter is Empire Volleyball Club, which agreed to establish its youth volleyball training facility at Epicenter earlier this week. Information about Empire Volleyball Club can be found at <https://www.empirevolleyball.com/>.

Joining Piner & Coffey, Ignite Martial Arts and Empire Volleyball Club in the Epicenter grand reopening are: indoor soccer leagues and classes at Sports City, indoor and outdoor dining at Victory House Sports Restaurant, bowling and dining at 7TEN Social Bowling, over 100 arcade games at Game On Arcade, Rockin' Jump trampoline park, Delta Strike Laser Tag Arena, Omni Virtual Reality Arena, XD Dark Ride Interactive Theater, Anytime Fitness, and the Children's Play Structure. Details and current hours can be found at www.visitepicenter.com.

Epicenter also enhanced its guest experience by way of significant upgrades to the facility food and beverage ordering processes, including the addition of the Toast Order and Pay and Toast Take-Out systems.

Toast Order and Pay takes guest convenience and ordering ease to new levels. A guest simply uses the camera on their smartphone to scan a QR code that is unique to that table or location in the Epicenter facility. From there, the guest can order and pay for food, beverages, wine, beer, and cocktails right from their smartphone! Food runners then bring their food and drinks right to their location. This removes the need to walk into the restaurant or to wait for a server in the bowling lanes or anywhere else in the building. It's fast and easy, and you don't need to miss a moment of your activity!

For guests that want to place an order for the road, Toast Take-out allows a guest to place a take-out order directly from their smart phone, making it incredibly quick and easy to place an order and pay from any place at any time, and then pick up their order at Piner & Coffey To Go.

And that's not all—coming soon to Epicenter will be an axe throwing arena! Epicenter will be announcing a contest soon to solicit ideas for the name of this safe new Epicenter attraction.

Victory House will also be announcing a slate of comedy shows and live music events starting at 10 pm or later on Friday and Saturday nights.

Epicenter's June 15th Grand Reopening will mark the end of a long and difficult period for all of us, and now it's time to celebrate. Come join the Epicenter team on June 15th and any day thereafter for as much fun as can be had in 132,000 square feet!