

BOWLARAMA OPEN DAY

A DAILY NEWS ADVERTISING FEATURE

Hutchins & Dick

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Congratulations

June & Frank on your renovations to Bowlarama

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TENPIN TOWN: Bowlarama has had a complete revamp.

Tenpin joins computer age

Story: BARRY EASTON
Photos: MARK TAYLOR

STATE-OF-THE-ART computer technology will elevate tenpin bowling to new heights at New Plymouth's recently re-opened Bowlarama complex.

An Italian-designed "Cubica System" has been installed to provide automatic scoring on all 16 bowling lanes, and the press of a button will activate special "bumper lanes" to ensure that deliveries, even from small children, find their target!

Frank and June Szediak opened their Dawson Street tenpin bowling centre, 13 years ago, but closed it for seven weeks from March 1 this year for a complete refit and upgrade.

Several hundred thousand dollars has been spent to ensure that their facility has the latest and the very best technology the sport has to offer. Fully computerised scoring is governed by cameras, and replaces a 20-year-old system which was calculated when bowling balls broke the path of an infra-red beam.

All 16 bowling lanes have been completely resurfaced, and "cosmic bowling" has been introduced as a new form of entertainment.

Under black lights, an iridescent carpet glows; the lanes change colour, and glimmering bowling balls hurtle through space towards their ghostly target!

Frank and June concede that "cosmic bowling" will probably hold little appeal for the many serious bowlers which use their facility, but the novelty has been planned as a Friday and Saturday night special.

A sport with US origins, tenpin bowling has been readily embraced by New Zealanders, say Frank and June.

It is ideally suited to New Plymouth, they claim, because as an indoor sport, it can be played the year round, regardless of the weather.

"But the beauty is that anyone can play the game - from pre-schoolers to grandparents," says Frank.

"Regardless of a person's level of skill, players can enjoy themselves. We have serious league players who compete during the week, as well as senior citizens who play as a group at discounted rates on Wednesdays.

Families enjoy themselves here, as do church groups and school parties.

"Disabled people, including bowlers who have competed at the Special Olympics, compete here every week. We get group bookings from business houses who challenge rival firms on a monthly basis, and have been booked by the YMCA as part of its holiday programme."

The "Bowlarama" complex can accommodate up to 150 people, who may be engaged in any one of a range of activities on offer.

Besides tenpin bowling, there are eight standard-size pool tables, plus a selection of video games.

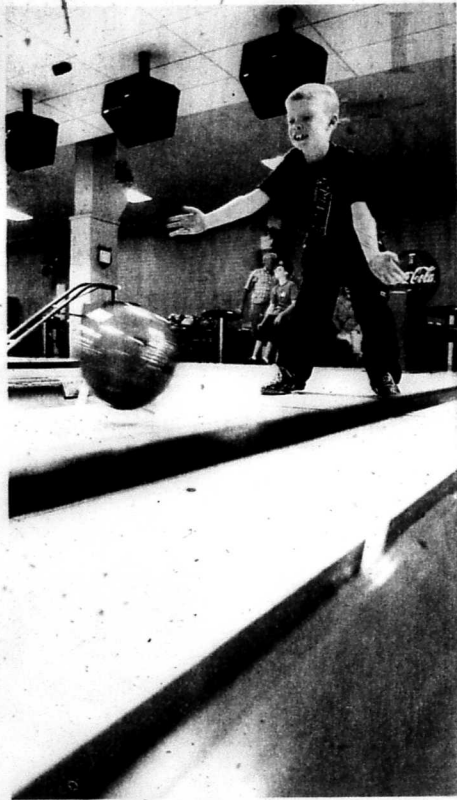
Despite the cost of the upgrade, prices for using the bowling centre will remain the same, say Frank and June.

That price includes the use of special shoes and a bowling ball.

"Our more serious bowlers bring their own bowling balls and shoes, but we have a huge selection of both items to suit the requirements of customers," says Frank.

"A bowling ball can cost anything from \$100 to \$500, but in the end, the ball is only as good as the person who is bowling it! We even have specially made bowling balls for people with arthritis.

"We stock 500 pairs of shoes ranging from children's size 10 to adults' size 14!"



TEST BOWLER: Aaron Alldridge lets fly in a pre-opening test run at the revamped Bowlarama complex in New Plymouth.

Kip McGrath

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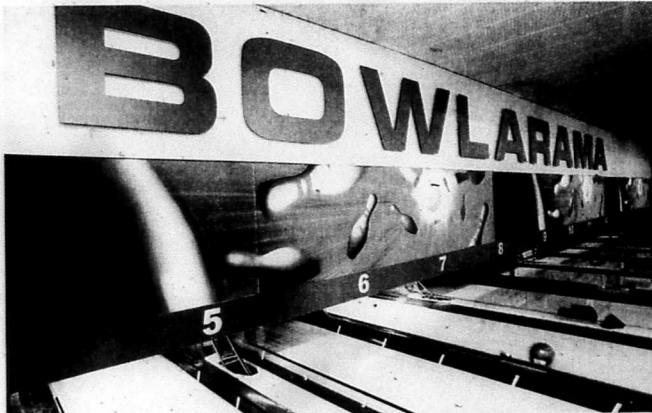
34 DAWSON ST • NEW PLYMOUTH (Bowlarama Building)

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Proud to be associated with "Bowlarama"

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COMPUTER AGE: Features include computerised scoring, resurfaced lanes and "cosmic bowling".

Our prices will bowl you over

at The Mill Liquor Save

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THE MILL LIQUOR SAVE

Will see you right!

NEW LOOK BOWLARAMA

All welcome to come and view our exciting NEW complex - 34 Dawson Street, New Plymouth (Next to RD1)

Group Bookings

Birthday Bowling Leagues

Hockey Groups

Video Games

Bumper Lanes for Children

We cater for the disabled

