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Hot Lanes for the Bowling Crowd

King Pinz to have Downtown Lounge Vibe and Lots of Upscale Amenities

By

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Lounge sofas. Filet mignon sliders. Automated bumpers. This sure isn't dad's league-night hangout.

The Village at Leesburg, the new mixed-use development on the east end of Leesburg that recently ushered in a Wegmans, landed a new tenant that marries beer swilling and embroidered shirts with cocktails and designer labels: a hip bowling alley.

Called King Pinz, the upscale 14-lane alley will look similar to the popular and club-like Lucky Strike chain, the bowling alley/lounge of choice for Hollywood's glitz crowd.

King Pinz, which was designed by the folks behind Lucky Strike, is the brainchild of the Fairfax County duo of Gary and Diane Reedy, who have been in the family entertainment business for 15 years. They brought laser tag to the region in the '90s, and recently had been running a mini carnival inside Springfield Mall.

Gary Reedy said King Pinz is one of the first forays of the bowling alley-lounge concept, also called "boutique bowling," into the suburbs. He said they picked Loudoun because of its large number of families and plethora of available commercial space.

He said King Pinz, which will open in either March or April, will feature low-slung sofas, pool tables, large television screens, gourmet food and a sports bar. It will have space for parties and corporate functions, plus be loaded with plenty of high-tech gadgetry, to include gutter bumpers that pop up on their own.

"The bumpers go up for your son or daughter and then go back down for you," he explained.

With all this, including food service at the lanes, Reed said it will cost a "little more" to knock down pins at King Pinz than at a traditional bowling alley. "But, we're hoping people will be willing to spend more to bowl at some place a little different," he said.

Some of the other tenants signed on so far at the Village at Leesburg include Books-A-Million, Cloud Nine Salon & Spa, Coldwater Creek, Eggspectation restaurant, Flame Kabob and LA Fitness. A movie theatre is also on the way.

See www.bowluckystrike.com and www.villageatleesburg.com to learn more.

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