



## **For Immediate Release**

### **Glow-in-the-Dark Miniature Golf Arrives at East Towne Mall**

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Madison, November 10, 2009 – Glowgolf, an operator of indoor, glow-in-the-dark miniature golf courses based in Wichita, Kan., has opened its first Wisconsin location at East Towne Mall in Madison.

Glow-in-the-dark miniature golf is a family entertainment concept similar to black light or “cosmic” bowling. Special fluorescent golf balls, putters, course obstacles and wall décor all glow under black lights. The fluorescent-glow of the course creates a “one-of-a-kind” miniature golf experience.

Located next to JCPenney, the new location features Glowgolf’s signature 18-hole golf course with an area for birthday parties and group events. Guests can play up to 54 holes with their admission. An adult admission is eight dollars and a child admission is six dollars. Group and family discounts are also available.

When school is in session, Glowgolf will be open Monday through Friday 3 p.m. to 9 p.m., Saturday 10 a.m. to 9 p.m. and Sunday 11 a.m. to 6 p.m. When school is out of session, hours will be Monday through Saturday 10 a.m. to 9 p.m. and Sunday 11 a.m. to 6 p.m.

John Wright, chief operating officer for Glowgolf, said, “I’m really excited about the opportunity to open a location in this community. I know we’ll be a great entertainment option for the shoppers at East Towne Mall and the residents of Madison.”

In addition to the new East Towne Mall location, Glowgolf also operates glow-in-the-dark miniature golf courses in Utah, Colorado, Iowa, Illinois, Missouri, Arkansas, North Carolina and Tennessee. A complete list of locations is available at [www.opryglowgolf.com](http://www.opryglowgolf.com).

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