



# CROSSGATES

**FOR IMMEDIATE RELEASE**

August 8, 2019

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## **Action-Packed Apex Entertainment Coming to Crossgates**

**--Experience the excitement of multifaceted entertainment with state-of-the-art VR experiences, bumper cars, laser tag, bowling, sports simulators, food and beverage, arcade and more--**

Guilderland, NY – Families and friends will soon have one of the most complete and diverse entertainment venues in the Capital Region to harness their adrenaline. Apex Entertainment, boasting over 50,000 square feet of fun for all ages, has announced plans to bring its thrill-inducing mix of amusements and attractions to Crossgates. The action-packed venue will occupy the former Lucky Strike Social space on the lower level of the center and undergo a complete transformation prior to opening. Apex Entertainment is scheduled to open later this year.

Burn off some energy with hyper-realistic VR or run from your opponents in an Albany themed Laser Tag Arena. Challenge your family and friends to a premium game of bowling. Go head-to-head in the region's only bumper cars. Apex offers fun for all ages in their arcade and redemption area. Golf 18 holes or play zombie dodgeball in our sports simulators. Host epic team-building adventures with ample corporate meeting space. No matter what adventure you choose, the one guarantee is a first-class, one-of-a-kind entertainment experience and making memories with friends, family and coworkers.

Looking to expand beyond their New England and Syracuse locations, Apex Entertainment selected Crossgates as the perfect opportunity to become a part of the tremendous dining and entertainment mix. The venue's close proximity to the other dining and entertainment destinations within Crossgates, along with the onsite Tru and Homewood Suites by Hilton hotel, make it an ideal destination for leisure and business travelers alike.

"This is exciting for Crossgates," said Michael Gately, general manager, Crossgates. "We're thrilled to further bolster our broad range of entertainment destinations with Apex Entertainment and cannot wait for our guests to experience each of its action-oriented activities."

The venue will also include a full-service kitchen, serving American cuisine, plus a complete Tavern. Renovation and transition from the Lucky Strike Social space and name has already begun, with a planned grand opening later this year. For more information, hiring, and updates, visit their website at [www.ApexEntertainment.com](http://www.ApexEntertainment.com).

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#### **ABOUT CROSSGATES**

Crossgates is the Capital Region's premier shopping, dining and entertainment destination offering an impressive selection of national brands and the newest retail concepts. The center is anchored by Lord & Taylor, Macy's, JCPenney, Dick's Sporting Goods, Best Buy, Dave & Buster's, Lucky Strike Social, Billy Beez and Regal Cinemas with IMAX, and offers more than 180 retail shops, including Apple, a food court, and restaurants. Combined with a 192-room dual-branded Tru and Homewood Suites by Hilton, Crossgates is your destination to **Eat. Shop. Play. Stay.** Additional information regarding Crossgates can be found at [shopcrossgates.com](http://shopcrossgates.com), [Facebook](#), [Instagram](#), and [Twitter](#).

#### **ABOUT PYRAMID MANAGEMENT GROUP, LLC**

Pyramid Management Group, owner of Crossgates, is one of the largest, most innovative, privately-held shopping center developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 18 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has led the industry in combining the best elements of traditional retail with world-class dining, entertainment and hospitality, all under one roof. For more information, visit [pyramidmg.com](http://pyramidmg.com).