

ORLANDO – When the same business operated by the same family in the same location thrives for a half century, it is cause for a celebration.

Such is the case for Bowl-O-Rama, a 40-lane bowling center in Newington, Conn., which will celebrate its 50<sup>th</sup> anniversary on Jan. 17, 2009.

After the celebration proprietor Fred Callahan and wife Christine Cleveland will not be resting on their laurels. They spent a week at the end of June in central Florida at the Bowling Proprietors Association trade show known as Bowl Expo. Looking to the future, they signed Bowl-O-Rama to the national “Bowlopolis” marketing program, a key ingredient to attracting young bowlers.

“We attended a seminar by Henry Lewczyk that completely spelled out the program,” said Callahan. “It’s a great total package and we’re looking forward to introducing it to our junior bowlers.”

Callahan has been attending Bowl Expo regularly for decades. The center was opened in 1959 by his parents. Now, a third generation has come aboard to help run the business, specifically Amber, Fred J., and Cindy Callahan.

Except for the layout of the bowling lanes themselves, Bowl-O-Rama bears no resemblance to it’s original look, especially after a recent half million dollar renovation. “We basically gutted the inside and rebuilt it,” says the proprietor.

Although they don’t look too much different, even the bowling lanes have changed. A synthetic playing surface covers the original lanes. Also, automatic scoring monitors replaced the old scoring tables about 20 years ago. Bumpers are also available on lanes throughout the center.

Headquartered in Arlington, Texas, the 76 year old Bowling Proprietors Association of America represents the business interests of bowling centers world-wide.

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By Lyle Zikes, BWAA