

FOR IMMEDIATE RELEASE



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**HEYDAY Entertainment coming to The Shops at Gateway Village in Denison, Texas**

DENISON, TEXAS – HeyDay Entertainment, Covenant Development, City of Denison, and Denison Development Alliance announce the future location of HeyDay Denison in The Shops At Gateway Village projected to open Fall of 2018.



HeyDay Denison will be a state-of-the-art 50,000± square foot, two-story, entertainment facility with 16-lane bowling alley downstairs, two-story laser tag, 7,000± square foot arcade, ropes course, 18-hole mini-golf, private party rooms, full-service grille, and HeyDay's 8-Lane Revolutions Bowling Lounge upstairs for guests 21 and above. HeyDay is a unique venue that combines casual dining selections and quality, upscale entertainment experiences for adults, families, private parties, and corporate events.

Denison will be HeyDay's 3<sup>rd</sup> location with the first two in Norman, Oklahoma and Oklahoma City. In 2015, HeyDay Norman was awarded the Top Family Entertainment Center in North America by the International Association of Amusement Parks and Attractions. Brad Little said "We are working with Cornerstone Architecture to refine the award winning HeyDay model. This new facility will have an expanded outside patio experience to complement our beautiful, enhanced mini-golf course."

Adding, “We also have a few surprises planned inside to expand our attraction offering at HeyDay Denison”

HeyDay has been in business for ten years. Owned and operated by Brad and Keri Little with their partners: Trey and Tracy Bates, Kurt and Sarah Crooks, and Mike and Amber Lawrence. HeyDay has developed an in-house customer service training program “The HeyDay Way” which is focused on a relentless commitment to customer service and quality.

Denison Mayor Jared Johnson said “I’ve been to many entertainment venues over the past ten years with my family. I’ve also been to HeyDay Norman. It is the nicest family entertainment facility I have ever experienced. HeyDay Denison will be an asset to our region”

Brad Little said “We have met the most quality people here in Denison and our brand and culture is a perfect fit. We are excited to be a part of Gateway Village, the Denison Chamber of Commerce, and all that is about to happen here. This is more than a business deal. It is a personal commitment for Keri and I and we are moving here. We expect to be personally and corporately involved in Denison. We are excited to be Yellow Jackets and we can’t wait to meet all the future HeyDay team members”

Texoma Health Foundation Park is a big draw. Brad said “We are a thrilled to be going in next to Denison’s new regional sports complex at THF Park along with all of the new facilities and businesses coming to Gateway Village. We are a Brunswick Bowling center and Brunswick is excited to help us be a regional draw as well for the Denison & Sherman area. Gateway Village will be a great destination!”

The Shops at Gateway Village is a 200,000+ square foot, regional, retail, restaurant, and entertainment center in Gateway Village, a Master Planned Healthy Lifestyle Community serving Denison and the 250,000+ people in Texoma’s regional trade area.

Tom Johnson, CEO - Covenant Development said “Brad and Keri are determined to provide our region with the highest quality, wholesome Family Entertainment Destination. They have become close, personal family friends. I can certainly attest to their commitment to our community and their desire to make a positive impact. We believe their Texoma contributions will be more than long term. They will be generational. ”

Covenant Development President, Ryan Johnson added, “My dad and I have worked diligently on this project for quite some time. HeyDay is an exact fit for the entertainment component we have envisioned for Gateway Village. This adds tremendous value to our Five Pillars for Gateway Village: Live, Work, Play, Dine and Shop. We are ecstatic to add HeyDay Denison to Gateway Village and look forward to more exciting announcements in the very near future.”

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