



311 E. Constitution
Victoria, TX 77901

PRESS RELEASE

FOR IMMEDIATE RELEASE

July 10, 2015

Contact: Emily Weatherly

Advocate Digital Media
Media Manager
361-580-6319

“Laser World Celebrates Two Years in Victoria Community”

VICTORIA, TEXAS --- Laser World, an energy-infused family entertainment venue, is celebrating their two-year anniversary on Saturday, July 25. Since opening their doors, they’ve hosted thousands in their three-story laser tag arena, state-of-the-art arcade and 4D theatre, as well as birthday parties and private parties for all ages.

The community is invited to celebrate Laser World’s two-year anniversary with us the week leading up to our anniversary (Sunday, July 19 – Friday, July 24), where visitors can take advantage of buy one, get one free laser tag games, culminating in a grand celebration on Saturday, July 25.

Saturday, July 25, the first 100 guests to Laser World will get one free game of laser tag (\$8 value), as well enjoy \$2 laser tag and \$2 4D movies for all visitors that day. There will be a live radio show with Joe Friar from 10 a.m. to noon featuring lots of great prizes for attendees.

“The entire staff at Laser World prides themselves on providing a unique experience for our guests and cannot wait to share our enthusiasm for two years of serving the community. We have pulled out all the stops to ensure a safe, clean and memorable experience for all of our valued guests,” Tammie Gildon, general manager of Laser World said.

“If you have yet to experience laser tag in our three story arena filled with mazes and ramps or see a 4D movie, now is your chance to try it at a steal of a deal. We want to thank Victoria and the surrounding towns for supporting us and turning to Laser World for family fun in the Crossroads. We hope you will come out on Saturday, July 25 so we can thank you in person,” Gildon said.

The concept for Laser World was conceived when Jim Brand and his wife, Irma, were playing a game of laser tag in Austin. Irma casually mentioned that there is not much for young people to do in Victoria and that laser tag would be a great addition to the community. Jim and Irma decided that the time had come for an amazing laser tag arena in Victoria and the idea for Laser World was born that day.

Jim later mentioned this exciting idea to his good friend and business partner, Dante Garza, and asked if he'd like for their families to join forces to create a family entertainment center in Victoria. They envisioned a place where families could come together to enjoy safe, clean fun while creating lasting memories; a place with something to offer guests of all ages with a focus on laser tag. The two friends agreed to embark on the journey that has become Laser World.

-30-

Laser World is the Crossroads' only laser tag arena. Featuring three stories of mazes and ramps, the arena offers challenges to even those at the top of their game. Laser World also has a state-of-the-art arcade, 4D theatre, party rooms for all ages and size of parties and a café. For more information, visit www.laserworldvictoria.com