

Topgolf Opens Friday in Birmingham

First Alabama location expected to attract 450,000 visitors annually

BIRMINGHAM, Ala., Nov. 27, 2017 /PRNewswire/ -- Global sports entertainment leader **Topgolf®** opens the doors to its first Alabama location this Friday at 9 a.m. The new three level, 65,000-square-foot venue is the company's 37th location worldwide.

"We are so excited to be opening during the holiday season," said Topgolf Birmingham Director of Operations Tyler McCarthy. "Topgolf is a great place to bring family and friends of all ages. With lots of entertainment options throughout the venue, we are ready to welcome the community and create great times for all."

Through the premium experience of play, food and music, Topgolf is inspiring people of all ages and skill levels – even non-golfers – to come together for playful competition. Guests can enjoy point-scoring golf games using microchipped balls that instantly score themselves, showing players the accuracy and distance of their shots on a TV screen in their hitting bay. The venues also feature an outstanding chef-driven menu, top-shelf drinks, big screen TVs and music in climate-controlled hitting bays for all-seasons comfort. Year-round programming includes events for kids and families, social leagues, golf tournaments, golf instruction and more.

Guests interested in hosting a holiday party at Topgolf Birmingham can visit topgolf.com/events for more information. Topgolf also has gift cards available for purchase online and in-venue, as well as New Year's Eve party packages available for reservation at topgolf.com/NYE.

Topgolf Birmingham is located at 1111 24th St. N in downtown Birmingham. Nearly 500 full- and part-time associates have been hired in advance of the opening. For more information, visit www.topgolf.com, facebook.com/BirminghamTopgolf or @Topgolf on Twitter and Instagram.

About Topgolf

What started with twin brothers developing a technology to make golf scoring fun, has turned into a global brand focused on connecting people in meaningful ways. Today, Topgolf continues to blend technology and entertainment, golfers and non-golfers, children and adults – to create an experience that makes socializing a sport for everyone. No matter the occasion or who you share it with, we believe every great time starts with play, is fueled by food and beverage, moved by music and made possible through community. Every Topgolf venue features dozens of high-tech, climate-controlled hitting bays for year-round comfort, a chef-inspired menu for year-round deliciousness and hundreds of Associates eager to help create the moments that matter. With 36 venues entertaining more than 10.5 million Guests annually, original content shows, next-gen simulator lounges, competitive tours, pop-up social experiences and the world's largest digital golf audience, Topgolf is truly everyone's game. For more information about Topgolf, including corporate sponsorships, hospitality opportunities or to learn about and view exclusive digital content, visit www.topgolf.com.

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