

# A Mardi Gras Surprise: Topgolf Coming to Baton Rouge

Louisiana's capital will soon have a new destination for entertainment and socializing

BATON ROUGE, La., Feb. 13, 2018 /PRNewswire/ -- Global sports entertainment leader **Topgolf**<sup>®</sup> today confirmed it has broken ground on a location in Baton Rouge near the intersection of I-10 and Siegen Lane. The new venue is slated to open in late 2018 to early 2019.

"We are thrilled that Topgolf is coming to Baton Rouge, marking its first location in the state of Louisiana," said Baton Rouge Mayor-President Sharon Weston Broome. "The internationally recognized sports and entertainment brand will bring with it 325 full-and part-time positions plus countless hours of fun."

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.

The three-level venue will feature approximately 1,500 square feet of private event space and 72 climate-controlled hitting bays that can host up to six players at a time.

"We can't think of a better way to celebrate Fat Tuesday than with this announcement regarding our first venue in Louisiana," said Topgolf Chief Development Officer [Chris Callaway](#). "Our location along the I-10 corridor is ideal, offering numerous dining, shopping and entertainment options. Topgolf will offer a new, interactive experience that is fun for any occasion."

Residents can track Topgolf's progress in Baton Rouge at [facebook.com/topgolfbatonrouge](https://www.facebook.com/topgolfbatonrouge) and @Topgolf on Twitter and Instagram.

## **About Topgolf**

Topgolf pioneered a technology to make golf more fun and engaging. It has since emerged as a global sports and entertainment community 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. Topgolf is truly everyone's game, with 41 venues entertaining more than 13 million Guests annually, original content shows, next-gen simulator lounges through Topgolf Swing Suite, the global Topgolf Tour competition, pop-up social experiences like Topgolf Crush, Toptracer technology as seen on TV, and the world's largest digital golf audience. For more information about Topgolf, including corporate sponsorships, hospitality opportunities or to learn about and view exclusive digital content, please visit [topgolf.com](http://topgolf.com).

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