

# Gold's Gym and Bowlero Bowling Alley are Coming to the Beverly Center in 2023

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By Paulo Murillo

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West Hollywood residents will have yet another gym to choose from just outside of the WeHo city limits in the near future, plus a bowling alley if bowling is your sort of thing.

Construction of a Gold's Gym is underway at the corner of Beverly and La Cienega Boulevards inside the Beverly Center. Sources reveal that a Bowlero bowling alley will also be coming to the space that was previously occupied by the Men's Macy's store at 8500 Beverly Boulevard.

A source at the Gold Gym Hollywood location tells WEHO TIMES the new Golds Gym is slated to open in the late spring/early summer of 2023. Construction workers at the location say the two new business are coming to the Beverly Center. Golds Gym will be facing La Cienega Boulevard and Bowlero Bowling Alley will be on the Beverly Boulevard side.



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Gold's Gym is a franchise that started in 1965, when Joe Gold opened a small gym in Venice Beach. President/CEO of Gold's Gym SoCal Group, Angel Banos confirms the new location on his LinkedIn profile where he lists the Beverly Center as one of four new Gold's Gyms coming to Southern California. In 1987, brothers Angel Banos and William Banos opened their first Gold's Gym franchise in North Hollywood, California. From San Luis Obispo to San Diego, Gold's Gym SoCal is continuing to bring serious fitness to everyone with 23 locations and counting.

Gold's Gym Hollywood is the closest to West Hollywood residents, located at 1016 Cole Ave, Hollywood. The Beverly Center Gold's Gym will compete with the up-and-coming John Reed Gym slated to open at the former 24-Hour Fitness space at 8612 Santa Monica Blvd in 2023. Both gyms will be located about one mile away from each other.

Gold's Gym and John Reed are owned by parent company RSG Group, a global leader in fitness and lifestyle. RSG Group's future-oriented portfolio comprises of 17 strong and innovative brands including Gold's Gym, McFIT, the JOHN REED Family (JOHN REED Fitness Music Club, JOHN REED Women's Club, JOHN & JANE'S, THE REED), High5, CYBEROBICS, Qi<sup>2</sup>, McFIT MODELS, and PEARL Management. In addition, international

management agency TIGERPOOL leads selected designers and artists to success, from fashion label MARCELL VON BERLIN to street art collective, RON MILLER. Across the board, RSG Group's concepts consistently set new benchmarks and provide momentum well beyond the areas of fitness, lifestyle, and design as it strives to continually develop new areas of activity.

Bowlero Corp was founded In 1997 by entrepreneur Tom Shannon who purchased the original Bowlmor Lanes and revolutionized the industry. His vision for upscale bowling and events turned Bowlmor into a Manhattan nightlife hotspot and catapulted it onto the national stage, resulting in new locations throughout the US.

In 2013, Bowlmor purchased AMF Bowling Centers. The deal rescued AMF from bankruptcy and expanded Bowlmor's portfolio to hundreds of locations across America.

The next year, Bowlmor AMF launched Bowlero—a new brand that would take bowling to an entirely new level. The company made headlines again that year, acquiring Brunswick Corporation's bowling center business and uniting two longtime industry rivals—AMF and Brunswick—for the first time in history.

In 2019, they made another big acquisition: the Professional Bowlers Association (PBA). They partnered with FOX Sports to reenergize the PBA and bring the sport to millions of fans.

Today, the company is now Bowlero Corp—a global media company and the largest owner and operator of bowling centers in the world. Our team is over 8,000 strong, our lanes number over 12,000, and more than 28 million guests visit our locations every single year.

