

## Up-Down Arcade Bar Announces Rooftop Patio

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"One of the biggest criticisms we have heard is the bar being too crowded. We hope with this expansion we can give people more room to relax and enjoy all the fun if Up-Down" says David Hayden, Marketing Manager for Up-Down. With 60 retro arcade games the main floor of the bar is filled with nostalgic treats. The rooftop patio will provide a place for people to relax and escape from the excitement of the main floor. Outdoor games like giant Jenga and Connect Four will join with favorites like bubble hockey to create a more relaxed environment.

The new rooftop is slated to open this summer as things heat up in Minneapolis. It will be right after Up-Down's annual King of Cade tournament and in time for the Killer Queen national tournament in October. With the arcade bar concept expanding into new cities, Up-Down continues to find ways to meet the growing demand for value-added nostalgic entertainment. Hayden states, "As a leader in the Arcade Bar market segment, Up-Down is consistently looking for ways to improve our existing locations and raise the bar for our future location."

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