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**IN THE GAME TO OPEN MARCH 23 IN PEABODY, MA**

PEABODY, MASSACHUSETTS (March 19, 2019) – The long-anticipated grand opening of In The Game, a new state-of-the-art entertainment center in Peabody, MA, is scheduled for this Saturday, March 23, 2019.

Family Entertainment Group LLC (FEG), the owners and operators of In The Game, kicked off the grand opening with a celebration event on Wednesday, March 13, inviting local businesses and community leaders to take an exclusive look. Owner and President of FEG, George Smith, was joined by top FEG executives and the Mayor of Peabody, Edward Bettencourt Jr., for a Ribbon Cutting Ceremony.

"We're very excited to bring this new entertainment concept to Boston and the North Shore community," said George Smith. "Our vision is for In The Game to be a gathering place for families and friends to share amazing food and drinks in an affordable and fun setting."

In The Game is not your typical entertainment center. With a footprint of over 30,000 sq. ft., it's the pinnacle of food and entertainment in the North Shore with games, attractions, and a full restaurant with a bar.

Come to eat and play or just to eat. In the Game's full-service restaurant boasts a chef-crafted menu with ribeye steak, signature burgers, specialty pastas, brick oven pizza and more. The fully-stocked bar offers signature cocktails, as well as draft and craft beer selections.

The large, cutting-edge arcade is packed with nearly 100 games, including everything from high-tech virtual reality to time-tested favorites. In addition, guests of all ages can enjoy laser tag, a multi-level ropes course, a climbing wall and mini bowling.

In The Game is taking laser tag to a whole new level, literally! Laser tag from LASERTRON, takes place in an exciting, multi-level arena with endless obstacles and places to hide.

In The Game also offers a climbing wall with three unique options, as well as an exciting two-level Sky Trail ropes course. The higher you go, the more difficult the course gets.

If you'd prefer, keep your feet firmly on the ground with six lanes of mini bowling and relax with friends and family in the mini bowling lounge area.

In The Game will serve as the Boston area's premier party and events venue. It features five private event rooms and an exclusive lounge area with a bar, which is located on the second floor Mezzanine. These spaces, equipped with large monitors, can be configured or combined for any size birthday party, company event, meeting or other event.

**About Family Entertainment Group, LLC**

Family Entertainment Group, LLC is a recognized industry leader in game room design, development, consulting and operations. Owning and operating world-class, family-oriented entertainment facilities both nationally and internationally since 2004, Family Entertainment Group provides services and innovative arcade solutions for a wide array of industry sectors including water park resorts, amusement parks, bowling centers, family entertainment centers, and more.

For more information, visit [www.fegllc.com](http://www.fegllc.com).

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