

FOR IMMEDIATE RELEASE

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THE POOL BAR

****The Shore Club's New Pool Bar is Making a Splash Summer 2023**

Spring Lake Heights, NJ – May 30, 2023 - The Pool Bar, located at 700 NJ-71, invites locals and visitors alike to experience the epitome of summer fun, surrounded by good times and great friends to its grand opening weekend starting this Thursday, June 1st at 6 PM. Inspired by the beloved Beach House Pool Bar of yesteryears, The Pool Bar emerges as the go-to destination in the Spring Lake area, offering an impressive lineup of weekly events that guarantee to delight adults' patrons of all ages, 21 years and older. With a vibrant atmosphere, diverse entertainment, and a welcoming spirit, The Pool Bar is the perfect place to create lasting memories with friends and loved ones. Opening week entertainment is scheduled to start at 6 PM on Thursday and Friday evening with special acts from Joe Barracata and Brain Kirk from The Jerks, respectively. The Pool Bar is scheduled to be open Wednesday to Friday, 3:00 PM to 10:00 PM, and Saturday and Sunday, 11:00 AM to 10:00 PM, subject to weather conditions. Full week service is scheduled to begin late June. The Pool Bar is for guests 21+ and provides bar service and server service at tables operating on a first-come, first-served basis. Unique, elevated gazebo seating can be arranged in advance for larger groups and special occasions. For more information, please visit www.thepoolbarnj.com.

The Pool Bar's week kicks off at 3 PM on Wednesday evenings with the sizzling Backyard BBQ, where guests can indulge in an all-you-can-eat feast for just \$29 per person. Relish the classic favorites of hot dogs, hamburgers, potato salad, and pasta salad, while our vegetarian friends can savor veggie dogs and burgers hot off the grill. On Thursdays, prepare for a refreshing and unique experience with a multitude of inflatable pool games, providing the perfect respite from the summer heat. Fridays and Saturdays promise an exhilarating atmosphere filled with beach favorites and Top 40 music, as live performances and entertainment keep the energy levels soaring. Finally, wind down your week in a state of relaxation during Reggae Sundaze, featuring live music, delectable food, and enticing drink specials that capture the essence of the Caribbean.

As if the entertainment lineup weren't enticing enough, The Pool Bar's irresistible happy hour is sure to captivate. Every day deserves some happiness, especially during the summer months. Guests are invited to indulge in The Pool Bars daily 4-7 PM "No Shower Happy Hour", encouraging guests to go from basking at the beach to soaking up the Golden Hour rays by the pool. Enjoy half (12) or whole (24) cases of beer for only \$45/\$85 and seltzers for \$60/\$125, all served in their original cases with ice placed on top.

Neina Langford, Marketing and Communications Director, reflects on the inspiration behind this seemingly extravagant promotion, stating, "There is an inherent nostalgia that arises every summer when you're at the beach, often unnoticed by many. Summer is that precious time when you stroll along the beach, bump into friends, and engage in face-to-face conversations. And what's the first thing you say someone? 'Do you want something to drink? Grab it from the cooler.' That's the exact atmosphere we aim to create at The Pool Bar. If you didn't arrive with friends, chances are you'll leave with some."

To complement the festivities, The Pool Bar offers a delectable full food menu available for purchase from open until 9 PM on operational days, while weekends feature an exclusive poolside brunch menu from 11 AM to 3 PM on Saturdays and Sundays. Stand out favorites from the traditional dining menu include ahi tuna tacos and fresh fruit platter perfect for those hot summer days. Guests can opt to indulge for a sit-down brunch experience inside at the Seacrest Grille or take advantage of this Bubbles & Brunch special pool side! Select bottles of bubbles are only \$30 with \$10 juice carafes to make your perfect bubbly brunch cocktail for yourself! Order the signature pancake tacos with your choice of scrambled eggs with cheese, with or without bacon or sausage, served with a side of maple syrup for your dipping pleasure. Have a sweet treat with the Chunky Monkey Pancakes, 3 Buttermilk Pancakes Swirled with Cinnamon Brown Sugar, Topped with Vanilla Glaze. Don't worry about the calories, you can work them off pool side!

Access to The Pool Bar is located at the rear of The Shore Club. Presently, seasonal hours for The Pool Bar are scheduled from Wednesday to Friday, 3:00 PM to 10:00 PM, and Saturday and Sunday, 11:00 AM to 10:00 PM, subject to weather conditions. The establishment provides bar service and server service at tables and gazebo seating, operating on a first-come, first-served basis. For more information, please visit [www.thepoolbarnj.com](<http://www.thepoolbarnj.com>).

About The Pool Bar:

The Pool Bar is a premier destination in Spring Lake Heights, NJ, designed to capture the essence of summer fun. With a vibrant atmosphere, diverse entertainment, and a welcoming spirit, The Pool Bar is the perfect place to create lasting memories with friends and loved ones. The Pool Bar is scheduled from Wednesday to Friday, 3:00 PM to 10:00 PM, and Saturday and Sunday, 11:00 AM to 10:00 PM, subject to weather conditions. Full week service is scheduled to begin late June. The Pool Bar is for guests 21+ and provides bar service and server service at tables operating on a first-come, first-served basis. Unique, elevated gazebo seating can be arranged in advance for larger groups and special occasions. For more information, please visit www.thepoolbarnj.com.