

WOOF'S!

Long time Madison resident Dino Maniaci, and partner Jason Hoke (you may know them better as the guys who brought you SPAWOOF-[www.spawoof.net](http://www.spawoof.net)) will turn their business savvy and stylistic expertise to a new venture this spring!

Destined to become Madison's hottest new destination catering primarily to the gay community focused on a sports attitude WOOF'S will attract a more mature, professional and financially secure customer base. Patterned after similar bars in cities such as New York, LA, Atlanta and Amsterdam, the venue will allow for strong community focus and involvement. Springboarding off of Madison's ever growing gay sport's league scene; hockey, volleyball, softball as well as bowling, pool and darts, customers will all find a comfortable place for everyone, including gay athletes to gather, for leagues to hold recruiting events or for casual gay sports fans to unwind and watch their favorite college or professional team compete along with selected typical bar offerings, such as select live music, guest DJ's and Indie Queer dance nights.

WOOF'S Plans on breaking the "gay bar" stereotype by creating an environment that allows all patrons (regardless of gender) to celebrate diversity and acceptance and yes, even watching sports! Above all, WOOF'S will be a friendly, welcoming place for ALL-making it a place you will want to come back to time and time again. Large screen TV's, pool tables and dart board as well as a unique industrial edge will make this venue like no other in Madison.

Featuring customized music by national and international DJ's, you will never find yourself sitting in a quiet, empty bar! WOOF'S will take over the current KING Club space in Mid February and is scheduled to open in early March with an "Out of Hibernation" party-celebrating the end of winter.

Transitioning from the King Club to WOOF'S, Lisa Gallagher, current owner and manager will assist with her operational expertise and help usher the changes for a smooth opening and first year along with husband Tristan. Continuing her role as manager, Lisa will handle inventory and vendor relations, assist with daily operations, staffing issues and all licensing and civic requirements.

Drawing on his extensive design and branding expertise as president and creative director of MANI & Company ([www.maniandcompany.com](http://www.maniandcompany.com)), a nationally acclaimed design and advertising agency, Maniaci's primary focus will be on the image, look, feel and marketing of the bar as well as helping to create the WOOF'S experience.

Hoke brings years of experience in food and beverage service, most recently from Washington DC's Eagle to the table and will co-manage the bar with Gallagher.