

6 July 2023, 12:20 (BST)



»»rocafella



fever

**EXCITEMENT RAMPS UP FOR EUROPE'S  
FIRST NERF FAMILY ENTERTAINMENT  
CENTRE OPENING IN MANCHESTER THIS  
SUMMER HOLIDAY**



- The highly anticipated experience will feature a multitude of action-packed indoor NERF activities and themed arenas to explore, exhilarate and excite at Manchester's Trafford Palazzo.
- Partake in NERF training, NERF blaster battles and NERF sports challenges.
- The first location in a UK-wide rollout of NERF Action Xperience (NAX) creating up to 50 new jobs – currently recruiting.
- Be the first to grab a ticket for opening day August 25th by signing up at [www.nerfax.co.uk](http://www.nerfax.co.uk)

**Manchester (Thursday 6th July 2023)** - Manchester-based leisure group Rocafella Leisure, under license from toy and game company Hasbro and in partnership with leading entertainment discovery platform Fever, will launch the first official NERF Action Xperience (NAX) in Europe at **Manchester's Trafford Palazzo** on **25th of August 2023**, just in time for the school summer holidays.

Ticket prices will start at £20 – inclusive of protective goggles – and can be bought in advance by signing up at [www.nerfax.co.uk](http://www.nerfax.co.uk).

A family-friendly experience, NERF AX will also provide adult groups with opportunities to relive the joy of competitive play synonymous with NERF Blasters. Whether a superfan or a NERF newbie, visitors of all ages will live out their ultimate NERF adventures in this purpose-built, captivating environment.

The first-of-its-kind centre features five different themed arenas:

**Sports @ NERF AX** – a dedicated active play zone where players get their hearts pumping with seven different sports inspired games

**Training Ground** – a zone where players can test their NERF blaster skills with eight digital target games

**Chaos City** – a post-apocalyptic urban city blaster adventure

**Mission X** – a cargo bay or marooned spaceship blaster arena

**Project Stealth** – a classified testing bunker blaster arena

Visitors can refuel after the fun at legendary American-inspired restaurant chain Archie's, renowned for its high-quality food, extravagant menu and vibrant décor. Whether it's a smashed beef patty with fries or a waffle or shake to satisfy your sweet tooth, it's the perfect place to hang out and catch up after NERF AX.

The experience will also include the UK's first NERF dedicated retail store, an 8,000 square foot shop selling hundreds of NERF products as well as bespoke NERF AX merchandise.

This action-packed experience in Manchester is the first location in a UK-wide rollout of NERF Action Xperience venues over the next five years.

Chris Hayes, Chief Executive of Rocafella Leisure Group said: *"We're so excited to be opening our doors this summer, just in time for the school holidays."*

*"We've worked exhaustively with our partners Hasbro to curate and deliver, what we know will be, a first-class venue for highly active, fun-filled, and adrenaline-packed activities and challenges for all the families and adults."*

*The UK hasn't seen anything like this before so we simply can't wait for people to join us and see what's in store. It'll be an unparalleled experience full of action and thrills for everyone."*



Doors will open for NERF Action Xperience on August 4th, 2023, and tickets can be purchased at **(INSERT LINK)**

NERF AX is creating new jobs and recruiting for new team members – ideally with experience in customer service, leisure, hospitality or retail. Search 'NERF Manchester' on Indeed to apply.

**Press contact:** [press@feverup.com](mailto:press@feverup.com)

**Information:**

**Opening:** August 25th 2023

**Location:** NERF Action Xperience, The Trafford Centre, Regent Crescent, Manchester, M17 8AA

**Tickets:** Starting at £20 (inclusive of mandatory protective goggles) available for purchase at **LINK**

**Visuals:** [here](#)

### **About NERF Action Xperience**

NERF Action Xperience (NERF AX) are fun-filled, action-packed attractions built around the world of the popular NERF brand. Using playful blasters and soft darts, players tackle a wide range of activities against families and friends. The first NERF AX opened in Singapore in 2019, with the first in Europe set to open in Manchester in August 2023.

### **About Rocafella:**

Rocafella Leisure Group transforms globally recognised IP into leisure and recreation solutions that inspire visitors. Working with a variety of intellectual property owners across the globe, they are able to transform coveted content into compelling and thrilling family entertainment experiences that wow visitors daily. Their approach is to “inject creativity and operational nous to an already popular product, to deliver world-beating family entertainment centres that excite and captivate.” For more information visit <https://rocafellaleisuregroup.com/>

### **About Hasbro:**

Hasbro is a toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through toys, consumer products, gaming and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World’s Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit <https://corporate.hasbro.com>.

### **About Trafford Palazzo:**

Trafford Palazzo is a place for everyday adventurers. Home to exciting brands like Primark, LEGOLAND® Discovery Centre, SEA LIFE, Silentnight, Homesense, Natuzzi, Next Home and Archies, it's where the familiar takes a day off. Set within TraffordCity, where 40 million adventurers come annually, it has been redesigned to the tune of £75m, providing its community and beyond with a vibrant shopping mall experience that combines retail opportunities and fun, family-friendly activities. For more information on Trafford Palazzo, please see here: <http://traffordpalazzo.co.uk>

### **About Archie's**

Offering a creative and unique menu ranging from their world-famous shakes and ridiculously indulgent waffles, to the handmade smashed star burgers, Archie's has become one of the North-West's go-to diners. As well as building an edgy, vibrant and cool place to dine and hang out, Archie's is on a mission to provide the most unique and exciting menu all while using locally sourced and Halal ingredients.

### **About Fever**

Fever is the leading global live-entertainment discovery platform which has helped millions of people discover the best experiences in their cities since 2014. With a mission to democratize access to culture and entertainment in real life through its platform, Fever inspires users to enjoy unique local experiences and events, from immersive exhibitions, interactive theatrical experiences, and festivals to molecular cocktail pop-ups, while empowering creators with data and technology to create and expand experiences across the world.

## About Fever

Fever is the leading global live-entertainment discovery platform which has helped millions of people discover the best experiences in their cities since 2014. With a mission to democratize access to culture and entertainment in real life through its platform, Fever inspires users to enjoy unique local experiences and events, from immersive exhibitions, interactive theatrical experiences, and festivals to molecular cocktail pop-ups, while empowering creators with data and technology to create and expand experiences across the world.

## Contact details

**Press Department**  
[press@feverup.com](mailto:press@feverup.com)

## Copy link

<https://newsroom.feverup.com/en-GB/227066-excitement-ramps-up-for-europe-s-first-nerf-family-entertainment-centre-opening-in-manchester-this-summer-holiday>