A close up of a logo

Description automatically generated

**\*\*\*\*\* MEDIA ALERT \*\*\*\*\***

**THE VOID TO OPEN THE BATTERY ATLANTA™ LOCATION ON September 12th**

*Critically acclaimed global leader in immersive virtual reality will open a location at The Battery Atlanta, the South’s preeminent lifestyle destination.*

**WHO**: [The VOID](https://www.thevoid.com/), the critically acclaimed global leader of immersive virtual experiences, celebrates the opening of their location at The Battery Atlanta in Atlanta, Georgia on Thursday, September 12th, 2019.

**WHAT**: By combining state-of-the art VR technology, physical stages and multi-sensory effects, including touch and smell; The VOID invites guests to embark on journeys to fully-immersive worlds with friends and family that, until now, have only lived in the imagination.

The Battery Atlanta location will feature ***Star WarsTM: Secrets of the Empire,*** the award-winning experience by ILMxLAB and Lucasfilm and Lucasfilm and ***Ralph Breaks VR***by ILMxLAB created in collaboration with Walt Disney Animation Studios, with more experiences to come including original content by The VOID.

Locals will have a chance to step into The VOID’s newest location and experience *Star WarsTM: Secrets of the Empire* and *Ralph Breaks VR*, following the grand opening on Thursday, September 12, 2019. For tickets and availability, please visit our location or thevoid.com.

**WHEN: Open to the public:**

Sunday – Thursday: 10:00am – 10:30pm

Friday – Saturday: 10:00am – 12:00am

**Media appointments available upon request by contacting press@thevoid.com**

*\*Interviews with VOID spokespeople available upon request.*

**WHERE**: The VOID

800 Battery Ave. #120

Atlanta, GA 30339

***Located next to the Coca-Cola Roxy and across the street from Live! at The Battery Atlanta in Atlanta, GA.***

**\*\* Please note The VOID handle @VoidVR, ILMxLAB handle @ILMxLAB and hashtags #StepBeyondReality, #TheVOID and #ILMxLAB when posting on social media \*\***

**MEDIA CONTACTS:**

Nicole Robichaud

Demonstrate PR for The VOID

(415) 400-4214

[nicole@demonstratepr.com](mailto:nicole@demonstratepr.com)

Megan Minturn

Demonstrate PR for The VOID

(415) 400-4214

[megan@demonstratepr.com](mailto:megan@demonstratepr.com)

Beth Marshall

The Battery Atlanta

(404) 614-1336

[beth.marshall@braves.com](mailto:Caroline.Burleson@braves.com)

**ABOUT THE VOID**

[The VOID](https://www.thevoid.com/) is a critically-acclaimed global leader in immersive virtual reality experiences and the future of entertainment. Set to elevate immersive experiences, The VOID aims to transform virtual reality into a dynamic and social event on a global scale. The VOID is developing an entirely new category of interactive and immersive experiences where guests become active participants in the story. Combining state-of-the art technology, physical stages and multi-sensory effects, including touch and smell, with Hollywood characters and storylines, The VOID allows participants to experience fully-immersive worlds that, until now, have only lived in the imagination. To learn more, visit [www.thevoid.com](http://www.thevoid.com) or follow The VOID on [Facebook](https://www.facebook.com/voidvr), [Instagram](https://www.instagram.com/voidvr/) and [Twitter](https://twitter.com/voidvr).

**ABOUT THE BATTERY ATLANTA**

The Battery Atlanta, a 1.5 million square foot mixed-use development, located at the intersection of I-75 and I-285, features boutique shopping, chef-driven restaurants, an Omni Hotel, The Coca-Cola Roxy, 531 residences, Two Ballpark Center loft office home to SPACES, and One Ballpark Center, Comcast’s regional office headquarters. Powered by Comcast’s all-fiber network and delivering multi-terabit capabilities, The Battery Atlanta has the highest-capacity network serving any mixed-use development in the nation. For more information on The Battery Atlanta please visit [www.batteryatl.com](http://www.batteryatl.com).