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APEX Entertainment partners with Rockland Trust

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George Aronstein

Marlborough, MA APEX Entertainment, one of New England's largest indoor family entertainment centers, has begun a new, four-year partnership with Rockland Trust for the naming rights to its go kart track. With new graphic treatments, branded karts, and other elements around the track, the newly named Rockland Trust Speedway opened to drivers February 20th, following a ribbon cutting at 9 a.m.

The Rockland Trust Speedway is a dual level, quarter-mile indoor track built for high-powered racing with all-electric Sodi RTX Karts that feature speed up to 35 mph and torque. Two of the speedway's 24 karts will feature Rockland Trust brand graphics along with the dashers around the track.

"When Rockland Trust opened an office in the APEX Entertainment Center Plaza, it created a perfect opportunity for us to partner with the bank to create a brand experience for the 5,000 or more weekly guests we serve at APEX Entertainment," said George Aronstein, chief operating officer, APEX Entertainment. "However, what's most important to us is creating partnerships with businesses who share the same community values we have because it enables us to do more for the people in the surrounding area. As one of the largest banks in Massachusetts, Rockland Trust provides us – New England's largest indoor family entertainment center – with a partner who can help make that happen."

"Our sponsorship of the Rockland Trust Speedway reflects our commitment to building lasting relationships within the Marlborough community," said Peg McCarthy, chief retail banking officer. "With our new branch just steps away, we're proud to support a venue that brings people together to create unforgettable experiences. We look forward to deepening our relationship with the Apex Entertainment Center Plaza and welcoming local individuals and families to our new branch just around the corner."

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