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CLUBS **WILLIAM HENDERSON** December 21, 2006

Bobby's Place celebrates a successful year in Taunton

IN A TOUGH CLIMATE FOR CLUBS, TAUNTON'S BOBBY'S PLACE HAS ENJOYED A GREAT FIRST YEAR

Most of the time, you'd expect to bring gifts to the one having the birthday, but not so with the one-year anniversary celebration on Nov. 3 of Bobby's Place in Taunton, MA, where party guests went home with a memento commemorating the club's birthday.

Randy Bush, part of the drag performance group 6Girlz6, and currently involved with the club's promotions, said that simply being open and welcomed by the Taunton community is gift enough in an environment when clubs and bars are finding it more and more difficult to increase attendance.

But the magic of Bobby's Place said Bush is in its ability to be both neighborhood bar and destination point for people looking for a place where everyone knows your name.

"Just looking at us outside, you'd never guess we are as big inside as we are," said Bush during a recent telephone interview. "We're a cross between a neighborhood bar and a small nightclub, so when people come in, there is something for everyone."

That something, he added, is an intimate lounge, a well-stocked bar, a large dance floor and a game area, where you can try your luck against such classic games as Ms. Pac Man.

Some 200 guests helped celebrate the club's birthday, as did one of its vendors, Three Olives, who brought in complimentary cocktails and cake for everyone. Staff spent the day of the party blowing up some 300 balloons to help decorate the space and make it very much a proper birthday party.

Open seven days a week, the club's no-cover Sunday-Thursday policy keeps regulars coming in as do many of the club's theme nights, like "Black Light/Glow Stick Nite," "Leather-Levi Night," and Saturday nighthosted by 6Girlz6. Over the past year, said Bush, the club has tried to create a welcoming environment, not just for the GLBT community but for everyone, including a monthly first-Friday "Bear Night" and "TATAS," a women's event, on the first Saturday of each month. •



Front Row: Randy, Wayne. back row: Anthony D., DJ Anthony St. James, Kathe, "D", Troy, Dennis. Missing: Conrad, DJ Woof, Orlando, DJ Kevin, Ron, Jay.

JOJO
617 551
-5650
 the name says it all

For more information about Bobby's Place connect to