



For more information, contact:

Jordan Lea, (816) 892.1286

jlea@belton.org

Rally House Opens its Doors in Belton

June 3, 2021 – BELTON, Mo. – **Rally House** opened its newest Kansas City metro location at 910 E. North Avenue in the Belton Town Center Shopping Center. Over \$120,000 was invested in the renovation of its new 4,781-sq.ft. store front. The renovations were completed by Grayling, Inc. of Overland Park, Kansas.

“There’s a lot of new retail and housing (in Belton),” said Aaron Johnson, vice president of marketing strategy for Rally House. “You see a lot of new development and construction projects. It speaks to growth.”

Due to Rally House’s tremendous success, the retailer plans to add more than 30 new locations this year, including one more in the Kansas City market. Rally House takes pride in its ability to offer an extensive selection of apparel, gifts, home decor and other types of merchandise while representing local NFL, NBA, MLB, NHL, MLS and NCAA teams.

“Rally House adds another national brand to Belton’s roster,” said Carolyn Yatsook, economic development director for the City of Belton. “We look forward to their success.”

###