



For Immediate Release:

U.S. Lawn Bowls Association Seeks to Raise Visibility of the Sport in the US

Nationwide Club Marketing and Major Event PR Campaigns Now Underway

SANTA MONICA, Calif.--(December 18, 2009)- In an effort to increase public awareness of the sport of lawn bowls, the United States Lawn Bowls Association (USLBA) is rolling out national grassroots marketing efforts and a public relations campaign, effective immediately.

The sport of lawn bowls is one of the oldest in the world, and is currently enjoying a renaissance on the international stage at both the recreational and competitive levels. This niche sport has a passionate following in the U.S. and many clubs are part of their local city parks and recreation department.

“Because lawn bowls can only be played on regulation ‘greens,’ club vitality is crucial to the continued existence of the sport,” says Athol Foden, head of marketing for the USLBA. “Our goals are to help more clubs flourish, to encourage younger players to enter the sport, and to have the US continue to be a major presence on the international competitive level.”

With fascinating historical origins, lawn bowls has been in existence for centuries and is a game of skill that can be played both recreationally and competitively at any age. The public relations campaign will seek to highlight the multitude of benefits from lawn bowling - a social, outdoor sport with health benefits similar to yoga, which is also affordable and accessible to anyone who can locate a nearby club. 2010 USLBA-hosted tournaments will also be highlighted, as well as Team USA, which has already qualified for the World Bowls Games in 2011.

Marketing committees have been established nationwide, national Open House Days planned and a limited social media presence, with video competition, is also slated in the coming months.

The USLBA is the national governing body for promotion and administration for the sport of lawn bowls in the USA. Across the US, there are over 100 clubs and seven divisions that maintain their own active tournament schedules based on the weather. Historically viewed as a retirement activity, nowadays most competitive players are



often under the age of 40, and both men and women participate equally. For more details of the sport and for a club near you, see www.USLBA.org.

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