



## **PRESS RELEASE**

The Bows Development Alliance (BDA) is delighted to announce the appointment of Ms Lisa Graham as their new Managing Director.

Lisa joins the BDA from British Cycling , where she was Cycle Sport Manager. As Head of the Cycling Sport Department , she was responsible for the development of the domestic sport in Great Britain.

Lisa will join the BDA on 7<sup>th</sup> September 2020

Lisa commented:-

“ I am really pleased to be joining the BDA and building upon the great work that has already been accomplished. I hope to use my experience to further develop Bows by proactively working with the membership organisation , clubs and volunteers. It is exciting to be involved with a new sport and I very much look forward to meeting the team”.

Malcolm Douglas , Chair of the BDA commented:-

“ We are delighted to make this appointment. Lisa was the outstanding candidate from a highly qualified and competitive response to our advertisement. The organisation is looking forward to the future and developing the sport with a strategy to liaise effectively with all governing bodies, creating an environment of shared understanding , strategic and effective day to day collaboration. We look forward to working with and supporting Lisa as she leads us through this period of exciting change”.

The Bows Development Alliance was established in 2010 by Bows England , English Indoor Bowling Association , British Crown Green Bowling Association and English Short Mat Bowling Association in conjunction with Sport England , as the development arm of the sport , to work across the codes to develop the game , invest government funding effectively and to inspire more people to participate in the sport.

21<sup>st</sup> August 2020