

## Press Release

### **Bowls Development Alliance secure more funding for the sport of Bowls**

#### ***Just Bowl – “For Anyone, Anytime and Anywhere”***

The Bowls Development Alliance are delighted to announce that they have this month been awarded the sum of £10,000 through Sport England’s Small Grants fund. This funding enables the new ‘Just Bowl’ campaign to move forward with the funds to be invested in bowls equipment packages which will be made available across a wide range of venues.

The aim is to provide an enjoyable, welcoming introduction to the sport of bowls across a wide range of venues that will make the activity more accessible to everyone.

Each package consists of bowls mats, bowls, fenders, delivery mats, scoreboards as well as New Age equipment. These sets are to be distributed to Leisure Centres, Care Homes, Retirement Villages and Community Spaces.

The equipment packages will be loaned to various venues for a six week period, with free training for staff and volunteers to go forward and lead some enjoyable, constructive, bowls sessions within these facilities. After this six week period, there is an option to sustain the sport within the venue by purchasing various elements of the package.

The **Just Bowl** campaign has already proved to be an early success working with partners such as Age UK, the National Trust and various leisure providers.

Brett Crowhurst the BDA Development Officer and lead officer for the project commented:

“This funding will assist us in ensuring that bowls truly is for anyone, anytime and anywhere and we look forward to welcoming new people into this great sport+”

#### **For further information on the JUST BOWL programme please contact:**

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***Helping people to live longer, healthier and more fulfilling lives***