

English Indoor Bowling Association Ltd



David Cornwell House, Bowling Green,
Melton Mowbray
Leicestershire LE13 0FA
Telephone: 01664 481 900 Fax: 01664 482 888

General Enquiries: enquires.co.uk Website: www.eiba.co.uk

JOINT PRESS RELEASE

from The Bowls Development Alliance with the full support of EIBA Ltd and Bowls England

Sign up for national bowls recruitment drive

Bowls clubs across England are being urged to sign up for the latest National Bring a Friend event that aims to help clubs to recruit new members ready for the 2013 season.

Bring a Friend, which is organised by the Bowls Development Alliance (BDA) with the full support of Bowls England and the English Indoor Bowling Association Ltd, will run from Saturday 27th April to Monday 6th May inclusive.

Since its launch in the summer of 2011, hundreds of new members have been recruited to clubs across the country thanks to the focus on a day of bowling for friends and family of current participants.

Tony Allcock MBE, Bowls England Chief Executive and Chair of the BDA, said: *"The idea of Bring a Friend is to provide an opportunity for current members to both socialise enjoy the sport with any friends, family or work colleagues who do not currently play bowls, and for clubs to make a concerted effort to increase their membership. I would urge all clubs to sign up for at least one Bring a Friend event during the period so that they may benefit from the local and national exposure that this event enjoys."*

Peter Thompson, EIBA Chief Executive, agreed with the comments made by Tony Allcock, adding: *"The April event will be an ideal recruitment opportunity for our Indoor Clubs that are open during the summer months."*

Registration for the Spring Bring a Friend campaign is now open and can be found by following this link <http://www.playbowls.org/bringafriend/register>

A further Bring a Friend event is planned for later this year to coincide with the start of the main Indoor season (September to April). Further details on this will be circulated in due course.

For more information, or if you have any questions, please e-mail:

info@bowlsdevelopmentalliance.com

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