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Press Release

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Exclusive Coach Bowls members offer

The Bowls Development Alliance(BDA) are delighted to announce a new partnership agreement with AeroBowls that will provide **Coach Bowls members** with exclusive discounts across the AeroBowls range of bowls equipment and clothing.

The agreement will see all **Coach Bowls members** receive a massive 20% off all Aero Bowls clothing, shoes and bags and 10% off the Aero Bowls exciting range of bowls and other accessories.

On top of these great savings the BDA will also be launching a new style Aero Bowls Coach Bowls member's shirt, for a great launch price of £20. (Soon available to view on www.playbowls.org)

Susan Cooper, Development Director of the Bowls Development Alliance commented "This is an exciting incentive for all our "Coach Bowls" members and I hope the beginning of a long relationship with AeroBowls"

Ellen Falkner, CEO, Aero Bowls UK said "Coaches are integral to the future of our sport and we are delighted to be working with the BDA to offer Coach Bowls members discounts off of our Aero products".

To review the Aero Bowls products available to order please visit www.aerobowls.co.uk

To order any Aero Bowls products please download the order form from <http://playbowls.org/coaching/coach-bowls-membership-scheme> and complete as directed.

Note: The BDA will only stock the new Aerobowls "Coach Bowls" members shirts but all orders will come through the BDA so those applying can be verified as being members of the "Coach Bowls" coaching scheme.

For further information please contact:

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