



BDA
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Bowls Development Alliance
Official Press Release

Launch of Disability Bowls August

Today marks the start of Disability Bowls August, a month-long promotion of disability bowls in England. Throughout August, the Bowls Development Alliance will be launching one press release per day relating to a range of initiative launches and topics including:

- 2014/2015 Love Fisher Brown Award winners
- 2015 National Disability Survey launch
- Inaugural National Disability Strategic Action Plan launch
- Profiles of all Love Fisher Brown Award entrants and key disability organisations
- Funding and support information for clubs and individuals
- Case Studies of elite and grass roots players
- Release of the new advisory guide – “A guide to disabled people’s participation”



Susan Cooper, the Development Director for the BDA commented, *“as well as developing more opportunities for disabled people to play bowls, the BDA felt that to have the whole month of August as a real focus would really raise the profile and have a positive impact on encouraging more disabled people to take up this great sport”*

Disability Bowls August will also involve a showcase event on the 7th August at the Bowls England National Championships in Royal Leamington Spa where a Working with Disabled Bowlers module will be held followed by an exhibition match at 14:00 between a number of elite disabled bowlers, led by Disability Bowls England Chairman and Commonwealth Games Bronze Medallist, Paul Brown.

A number of organisations are supporting Disability Bowls August including Bowls England, the English Indoor Bowling Association, Disability Bowls England and the English Federation of Disability Sport.

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