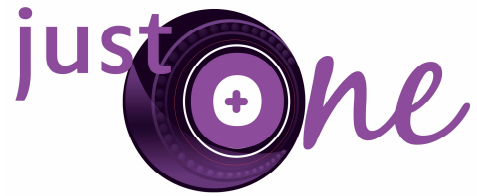




**Fundraising for
Sport Relief**



Bowls Development Alliance



PRESS RELEASE

Tuesday 1st, March, 2016

To ALL BOWLS CLUBS this is a CALL TO ACTION we are fundraising for SPORT RELIEF and are asking for your help!

We want you to run a Just One event at your clubs to raise money for Sport Relief with prizes on offer for the most money raised and the most new member signed up!

WHEN - Between Friday 18th March and Sunday 20th March we would like bowls clubs to run a Just One event to fundraise for Sport Relief. All monies raised will go to this great cause, with prizes on offer to the clubs why wouldn't you get involved!

WHAT IS JUST ONE? – The concept is simple, each member brings along at least one non bowler to the event, if each of them sign up the club has doubled its membership in one day! The Bowls Development Alliance's Just One campaign is an initiative to support clubs to promote their offer, help increase membership as well as introducing the local community to bowls and your club.

WHERE – This National call to action will run across 3 days (**Friday 18th March – Sunday 20th March**) at clubs across the country. With a huge social media campaign and support from regional partners such as the County Sports Partnership network this is a great opportunity to shout about your great clubs and everything you have to offer.

HOW – All you need to do is enter your club details on our website and then download our free pack, you are now all set! Promote your Just One event as soon as possible. Let everybody know and encourage your members to support the day as volunteers. The BDA Team will be out and about on Friday 18th visiting events and streaming all the good work going on at Clubs across the country.

WHY - Every penny of the money you raise will help people living unimaginably tough lives across the UK and in the world's poorest communities. Plus with prizes on offer for your club why wouldn't you get involved!



**Fundraising for
Sport Relief**



PRIZES

****Club who signs up the most new members****
(% increase based on current membership)

BDA Silver Package (£290 for your Club)

****Club who raises the most money for Sport Relief****
(For 1 club member, Must be redeemed before 31st March 16)

Free place on a BDA Level 1 Coaching Qualification

***FOR MORE INFORMATION ON JUST ONE OR THE PRESS RELEASE
THEN PLEASE CONTACT THE BDA OFFICE ON:***

Tel: 01664 777001

Email: office@playbowls.org

About Sport Relief 2016

Sport Relief brings the entire nation together to get active, raise cash and change lives. The money raised by the public is spent by Comic Relief to help people living incredibly tough lives, across the UK and the world's poorest communities. It all leads up to the Sport Relief weekend and a fantastic night of TV on the BBC.

Sport Relief 2016 will take place from Friday 18th to Sunday 20th March 2016. You can run, swim, cycle or even walk yourself proud at events across the country. There's a distance for everyone, whether you're sporty or not. Find out more at www.sportrelief.com

For information about Comic Relief and the work it carries out, please visit www.comicrelief.com