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31 July 2013

To: DISTRICT SECRETARIES
EXECUTIVE
MEDIA

CIRCULAR 32/2013

It would be appreciated if Districts would circulate a copy of this Circular to their Clubs.



Bowls South Africa NSCPD



National Awareness Day Saturday 26 and/or Sunday 27 October



2013

BAREFOOT
BOWLS

'Bowls for All!'



Recruitment

Drive!

Bowls SA has set aside this weekend on their calendar with the intention that all districts and clubs support this initiative in an effort to market the game of bowls and to recruit new members. Clubs can decide when they prefer to stage the event either on the Saturday 26 October or Sunday 27 October or even organise an event for the whole weekend.

Executive Committee:

President: Allan Freeman, Vice President: Kallie Haupt
member Robert Forbes, Fred Kruijs, Isabel Smith, Andrew Strong



The National Awareness Day will become an annual event on the bowls calendar and it is vitally important for the survival of bowls that each and every district, club and bowler support this initiative.

Purpose of the drive

- Attract Non-bowlers
- Addressing the Image of Bowls
- Market the game of bowls

Benefits

- Fundraising event for club
- Recruit New Members
- Support Disability Bowls
- Support Charity of own choice (optional)

Target Market

- Expose bowls to the general public especially the younger generation
- Under 45s
- Friends and family of bowlers
- Churches
- Government Departments: Forces, Hospitals, Municipalities, etc
- Business League Players
Corporates and Business Executives
Schools & Educational Facilities
and many more..... Estate Agents, Media Correspondents, Local Businesses, etc, etc.

DISABLED BOWLERS: Each club is requested to collect funds with a 'spider' for the disabled bowlers on the day of the event. Each club to deposit the 'spider' monies collected directly into the Bowls SA Banking Account. ***We are pleased to announce that no further administration or official documentation is required as in the past.***

CHARITY OF YOUR OWN CHOICE (Optional): In addition to the spider EACH CLUB can decide to further support any charity of their choice from profits made during the event.

We also hope that your club will be able to derive the benefit of this day by recruiting new members and to raise funds for the benefit of the club.

Together we will RESCUE BOWLS!



LET THE CARNIVAL OF BOWLS BEGIN!



ENQUIRIES: NSCPD - DISTRICT LIAISON REPRESENTATIVES

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John Ravenscroft
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