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To: EXECUTIVE COMMITTEE
PROVINCIAL PRESIDENTS
PROVINCIAL SECRETARIES
DISTRICT PRESIDENTS
DISTRICT SECRETARIES
MEDIA

30 April 2024

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BOWLS SA YOUTUBE CHANNEL

Bowls SA is reaching out to all Members with an exciting announcement that we believe will significantly contribute to the growth and promotion of lawn bowls in South Africa.

As passionate supporters and participants in the sport, we're thrilled to inform you that **Bowls 1sport4life** YouTube channel is transitioning to **Bowls South Africa** - the official home of live streaming for all national tournaments. This transformation aims to provide a centralised platform for all lawn bowls enthusiasts to access the exhilarating action of our sport with ease.

By subscribing to the Bowls South Africa YouTube channel (no charge), members and interested parties will not only be assured of thrilling moments from national tournaments, but will also contribute to the wider awareness and promotion of lawn bowls on social media platforms. The more people know about bowls, the more likely they are to try it out, leading to growth at both club and district levels.

Here's a simple step-by-step guide on how you can subscribe to the Bowls South Africa YouTube channel:

1. Click on the following link to access the Bowls South Africa YouTube channel:
<https://www.youtube.com/channel/UCp90dSOGoxcp8GYr5ljTJpA>
2. Once you're on the channel page, click on the '**Subscribe**' button located below the channel banner.
3. If prompted, sign in to your YouTube account or create one if you do not have one.
4. That's it! You're now subscribed to the Bowls South Africa Channel and will receive notifications whenever new content is uploaded.

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By taking this simple step, you'll not only stay connected with the latest updates and live streams of national tournaments but also contribute to the growth and promotion of lawn bowls in South Africa.

Let's come together and make a difference in expanding the reach and awareness of our beloved sport. Together, we can inspire more people to pick up a bowl and join us on the green!

Thank you for your continued support and dedication to lawn bowls.

A handwritten signature in black ink, appearing to read "Bobby Donnelly", is written above a horizontal line.

BOBBY DONNELLY
CHIEF OPERATIONS OFFICER