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26 October 2016.

**TO: DISTRICT SECRETARIES
EXECUTIVE
MEDIA**

CIRCULAR 77/2016

Official Facebook Pages

Districts and clubs are requested to encourage members to visit and LIKE the Bowls SA Facebook page (www.facebook.com/BowlsSouthAfrica) as this will give members access to important and interesting news within the national bowls arena. It will also give them an insight into the many initiatives around the country which are actively aimed at growing our sport.

In addition to this, members are also encouraged to LIKE the 1Sport4Life campaign Facebook page (www.facebook.com/1Sport4Life) which has the primary aim of introducing non-bowlers to the sport.

By LIKING the Bowls SA Facebook page and 1Sport4Life Facebook page, members will assist in growing bowls and making it more visible to the non-bowling public. The active use of social media to market our sport is one of the objectives set for the next two years and members can play a very important role in achieving this. Every bowler is a marketer for bowls and we need to work together to grow the interest in our sport in South Africa.

A handwritten signature in black ink, appearing to read "John Ravenscroft".

**JOHN RAVENSCROFT
OPERATIONS MANAGER**



Executive Committee:

President: Kallie Haupt, Vice President: Rob Forbes
Members: Heather Boucher, Trevor Davis, Charles Levy & Andrew Strong

