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07 October 2020

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

CIRCULAR 51 /2020.

NSC M&M MARKETING CAMPAIGN: OTHER SPORT ACHIEVERS NOW PLAYING BOWLS.

The NSC M&M is embarking on a Marketing strategy in which bowlers' achievements in other sporting codes are again to be recognised, highlighted and used to promote bowls to the wider public.

While a similar campaign was embarked on a few years ago, it is believed that some individuals were either accidentally or due to lack of reach not included, but also that more such achievers have become bowlers since then. Hopefully another drive in this direction will reveal achievers from all South African milieus.


Districts and Clubs are kindly requested to provide the names and contact details (email addresses) of members who had an achievement in any other sporting code/s either as a Professional, Provincial and or National sport person.


Please email info and the following, by no later than 30 November 2020, to johann.watha@gmail.com

- Media articles about achievements
- Photos of Bowls and “other code” achievements
- Current photo

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"OTHER" SPORTING CODES ACHIEVERS				
Club				
Name & Surname			BSA No.	
Email address			Cell No.	
Sporting codes	Bowls 			
Highest achievements				
Year/s				



JOHN RAVENSCROFT
OPERATIONS MANAGER