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To: EXECUTIVE COMMITTEE
DISTRICT PRESIDENTS
DISTRICT SECRETARIES
MEDIA

8 September 2025

CIRCULAR 73 / 2025

2025 BOWLS SOUTH AFRICA UNDER 35 INTER DISTRICTS

REQUEST FOR “THEN & NOW” PLAYER PHOTOS

As we prepare for the 2025 Bowls South Africa Under 35 Inter Districts, we are excited to launch a unique marketing campaign to celebrate this historic event. This will be the first Under 35 Inter Districts following the successful transition from the U30 format, and it will be hosted in Kimberley, a city rich in heritage and home to one of the oldest bowls clubs in South Africa.

Our aim is to highlight the development journey of our players and to showcase the role that districts and Bowls South Africa’s structures have played in nurturing these talented individuals. Campaign Concept – “Then & Now”:

We request that each player selected for the 2025 Under 35 Inter Districts submit the following:

- One of their earliest photos playing bowls (junior/early career image).
- A recent/current photo.
- A short message describing:
 - How they started in the sport.
 - Their journey through the age groups and district representation.
 - What being selected for the first Under 35 Inter Districts means to them.

These submissions will be used in our pre-event marketing to:

- Celebrate the players’ growth and achievements.
- Showcase the strength of our districts’ development programs.
- Build excitement and pride leading up to the tournament.

Submission Details:

- Email submissions to: swanepoeljacquesgwk@gmail.com
- WhatsApp submissions to: 083 983 5200
- Deadline for submissions: 12 Sept 2025

We kindly request your urgent assistance in sharing this with your selected players and encouraging their participation. Their stories will inspire others to take up the sport and will give well-deserved recognition to the structures that have supported their journey.

Thank you for your continued support in making this event a success.

BOBBY DONNELLY
CHIEF OPERATIONS OFFICER



sport, arts & culture

Department:
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA

Executive Committee:

President: David Hamer, Vice President: Lyla Young
Members: Bruce Burt, Fred Darke, Owen James, Damien Stefaans,
Chief Operations Officer: Bobby Donnelly

