

Bowls Development Alliance
Press Release

Launch of the Just One Campaign!

Today marks the launch of the Bowls Development Alliance's "Just One" campaign! The campaign, evolved from the BDA's Bring a Friend campaign, has a two-fold purpose, firstly to encourage clubs and current bowlers to introduce "Just One" friend, colleague or family member to the sport of Bowls and secondly, to raise money for the charity Sport Relief.

Friday 21st March, 2014 marks this year's Sport Relief day, and the "Just One" campaign will run from this date until the 2016 Sport Relief day.

To get involved and to show your support for the Just One campaign, the BDA are offering three types of "Just One" branded shirt for purchase between £10 and £14, with all profits from the sales of the shirts (minimum £2) given directly to Sport Relief. In addition to this, clubs are being encouraged to run "Just One" Nights, with a dual focus on new member recruitment and fundraising. Individuals can sign the "Just One" register to show your support for the campaign. There is also a downloadable version of our "Just One" Guide on the website containing information about the campaign, "Just One" event ideas and merchandise order forms.

EIBA Ltd Board Members: David Murley BEM, Denis Goodley, Gillian Wonnacott
and Chief Executive Peter Thompson

For further information please visit www.playbowls.org

For further information please contact:
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Friday 21st March 2014

Ends

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