



Embargoed until 1600 hours on 6th August 2020

LET'S ROLL THIS SUMMER – BOWLS ENGLAND LAUNCH PARTICIPATION DRIVE

Let's Roll – that's the message as we launch our national campaign to inspire people to 'bowl up' to their local green with friends and family through the remainder of this summer.

At its heart, bowls is an uncomplicated and accessible sport that can easily be played amongst friends and families creating personal challenge and stirring competitive juices. It is also achievable for people who, whether it be because of age, physical ability, inequality or other barriers, are less inclined to play sport and enjoy its many associated physical and mental benefits.

In this current Covid-19 climate and with a couple of months left in the season, there is a great opportunity for existing bowlers to advocate their sport to friends and family who don't bowl and encourage them to go down to their local club with them to have a go in a safe, friendly and sociable environment.

To be part of it, affiliated bowls clubs simply need to inform us of a point of contact for the campaign, commit to offering new bowlers a free introductory go at the sport in a Covid-friendly environment and inform us of the new people who have been inspired to play. Over the coming weeks, participating clubs will receive free digital resources that they, and their members, can share across their networks and there will be nationally managed social media advertising to raise awareness further.

Chief Executive Jon Cockcroft said: "In partnership with the Bowls Development Alliance, we are excited to roll out this marketing initiative to encourage new people into our sport. There are many success stories of clubs engaging new players in these unprecedented times and this campaign will support our bowls community to stimulate this interest. Physically doable, relatively inexpensive and highly sociable, we look forward to welcoming newcomers to their nearest bowls club."

More information for club administrators and to make sure that your club has signed up at:
www.bowlsengland.com/lets-roll-club-admin/

Use the tag #letsroll in all of your social media and we'll share the best.

LET'S ROLL PRIZE DRAW

All clubs that sign up the campaign and share their results with Bowls England will be entered into a free prize draw supported by Drakes Pride. Three clubs, drawn at random, will receive two sets of Drakes Pride bowls that can be used in support of their future recruitment initiatives.