



## This Week's Arsenal

- IBC Youth Creative Design
- Membership DOB
- National Bowling Day
- Live BowITV Coverage



### IBC Youth Development

#### IBC Youth Creative Design Services

The IBC Youth Development team is proud to offer FREE creative design services to anyone interested in growing or supporting youth bowling. How do you access these FREE services? Visit the Youth Resource Center on BOWL.com, and fill out the form with your request. An IBC Youth team member will contact you shortly after to discuss your request.

GET MORE KIDS BOWLING BY TAKING YOUR IDEAS TO THE NEXT LEVEL WITH CUSTOM MATERIALS!



POSTERS

POSTCARDS

SIGNAGE

STATIONARY

SOCIAL MEDIA PIECES

EMAIL MARKETING

DIGITAL & PRINT MATERIALS

CERTIFICATES

VISIT [BOWL.COM/YRC](http://BOWL.COM/YRC) FOR EVEN MORE FREE RESOURCES!  
CONTACT US TO START YOUR PROJECT TODAY • 817.385.8356 • [MARKETING@IBCYOUTH.COM](mailto:MARKETING@IBCYOUTH.COM)

To request your free creative design services, please click the above graphic, or click [HERE](#)



### **Membership Card Date of Birth**

With the new WinLABS update that launched on Aug. 1, 2021, all memberships now are required to have an accurate date of birth on their profile, or they will not be able to be processed. If you haven't sent league kits to your secretaries, please put a note with them about this requirement for members.

If you receive a membership application without a DOB, please help make a courtesy call to the member to request their birth date. Additionally, you can run reports for the members from this past year to see who might be missing a DOB, and you can make a proactive call to help gather their DOB. We appreciate your assistance in providing this extra customer service and processing the leagues and memberships as they come in.

Ensuring accurate dates of birth is essential to keeping up with compliance with SafeSport and USOPC mandates regarding adult/youth leagues and youth/adult interactions. Thank you in advance for helping keep your WinLABS and USBC databases accurate.



### **Bring Bowlers Back – National Bowling Day**

Saturday, Aug. 14 is National Bowling Day, and it's right around the corner. We encourage each association to touch base with your centers to see what they are doing, and then see what you can do to support the effort.

Two weeks ago in the eNews, we discussed a call campaign to market to the bowlers who took a year off during the pandemic. This could be a great way to encourage them to get back on the lanes and visit the centers on National Bowling Day as a step to get ready for the upcoming league season.

A reminder that postcards have been mailed to all bowlers from last year, and in the first week of August, a letter will be arriving to each of these bowlers. A phone call from a local bowling representative is a great way your association can support the effort.



### **Live BowlTV Podcasts & More**

Be sure to visit [BowlTV.com](https://www.bowltv.com) to check out the week's great content.

You will need to register and sign in through the USBC Community Login to watch.

### **The upcoming livestream schedule (all times Eastern):**

Watch live wire-to-wire coverage of the PWBA Summer Classic Series from Aug. 4-10.

The Summer Classic Series is being held at the International Training and Research Center in Arlington, Texas, and will feature three national events and a regional tournament.

The field includes 56 of the world's best female bowlers, representing more than a dozen countries, plus some of the top regional players.

The PWBA Go Bowling Classic is taking place Aug. 4-5, the PWBA International Bowling Campus Classic will be Aug. 6-7 and the PWBA BowlTV Classic will be held Aug. 9-10. The PWBA Dallas/Fort Worth Regional will be Aug. 8.

Each event will end with a formal stepladder.

Check [PWBA.com](http://PWBA.com) for a complete schedule for the week, and don't miss a minute of the excitement from the ITRC!