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INSIDE: ENTERTAINMENT CENTER NEWS

Building the Foundation

The Bowling Foundation's Mission to Give Back also Develops Lifelong Bowlers

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The Gift of Bowling

The Bowling Foundation Grant Recipients Praise Bowling Kits

By Barry Sparks

"To say the bowling unit was a great learning experience and a ton of fun would be an extreme understatement," says Chuck Brehm, physical education teacher at Westwood Elementary School in De Pere, Wis.

"From day one, students were excited about bowling and using the new equipment, especially the different colored pins and the carpet alleys."

Westwood Elementary was one of five schools and educational institutions that received The Bowling Foundation grants in the form of bowling kits valued at \$1,200 in 2013. The kit includes six carpeted bowling lanes, rubberized balls and pins and an instructional DVD to assist coaches and teachers in introducing and instructing the game of bowling.

Brehm continues, "All in all, we are excited about how this grant has improved our overall physical education program. We look forward to teaching bowling to our young and impressionable students for many more years. It helps to improve their physical, mental and social well being."

Brehm adds that he has received feedback from some parents stating that their students came home following the bowling unit and asked to go to the bowling center to get more practice or to bowl a real game.

Nancy Schenk, president of The Bowling Foundation, says, "It is an honor and a privilege to award these grants to schools and organizations. We know that in this economy so many schools are having their budgets cut. These

grants help us provide some small financial relief to help maintain and improve the resources they need to continue to enrich the lives of our children."

The mission of The Bowling Foundation is to enhance the lives of others through the sport of bowling, particularly reaching out toward youth, those less fortunate, underprivileged or in need, giving them increased chance for success, health, fitness and the joy of sport, while fostering bowling across all sectors of society and the world.

Janice Read of Child Care Network, Inc., of Seymour, Ind., says that without The Bowling Foundation grant her agency would not have been able to purchase the bowling kits.

"It's definitely beyond our budget," she comments. "The grant, however, has allowed us to introduce another sport to 130 to 145 kids in our before and after school programs. It's a fantastic opportunity, particularly in a state that's known to focus so much on basketball and football. The bowling kits have been a smash hit with the kids."

Read also used the bowling kits during the annual Kids Fest event. Students from the high school bowling team helped with the pre-school children, building their leadership skills.

Marki Payne, physical education and wellness coordinator for the Lawton Public Schools in Lawton, Okla.,

says the bowling kits are well used as 10 elementary schools and five middle schools share them.

"The bowling kits have had a great impact," she says. "The kids love them and they're surprised they get to do an activity like bowling in physical education class. And, an added bonus is that bowling is a lifetime activity."

She adds, "The curriculum is amazing. It's easy to follow and age appropriate. The activity is very inclusive and everyone gets involved."

The program requires individual cooperation, timing and concentration yet accommodates a number of participants, making it ideal for increasing classroom sizes. It also conforms to all six National Association for Sport and

Physical Fitness (NASPE) standards, while offering students of all ages, sizes and abilities the opportunities to have fun and learn a lifelong sport.

P.J. Hamilton, a physical education teacher for the Kishwaukee Education Consortium, praises the program. "I love how bowling allows us to integrate other skills like math, reading and history into program. Kids must learn how to keep score and they must double check the scores of others. The best part is that they are learning without realizing it."

Hamilton says in-school bowling has helped his second-chance students experience success, something that's extremely important.

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THE GIFT OF BOWLING

Bowling Foundation Expands its Reach

The Bowling Foundation is the sport's charitable arm. The mere fact that the industry needs such an entity is an indicator of just how much fundraising and charity work is done in bowling.

According to The Bowling Foundation, bowling gives nearly \$50 million annually to charitable causes. These contributions include the popular Susan G. Komen "Bowl for the Cure" program, the International Bowling Museum and Hall of Fame and local programs.

In recent years, The Bowling Foundation's grant program has awarded dozens of in-school bowling kits to school districts and other educational programs. These efforts keep bowling accessible to many young bowlers nationwide, despite the relative small size of the organization.

"We're small but mighty," says Nancy Schenk, BPAA Treasurer and The Bowling Foundation president. "We have only one staff member [Sean Clancy] but we impact a lot of people through the grant program."

One of the biggest victories for The Bowling Foundation was its impact on the Memphis school system. "Now it's a requirement that bowling is taught in schools there," says Schenk. "It can be a lifelong activity for the kids, and in Memphis they teach bowling as a cross-curriculum with math."

Most recently, the Foundation entered into an agreement with the American Heart Association. The two-year agreement, signed in March, allows both organizations to promote bowling as a healthy activity for all ages. "Initially, the American Heart Association came to the [International Bowling] Campus to discuss opportunities for USBC and bowling," says Schenk. "And with the help of IIBC Youth Director Chad Murphy, it made for a perfect fit that we work with AHA to promote bowling as a healthy physical activity for children." Through the work of the two organizations, over 250 bowling kits were distributed to local schools and organizations. The kits include a carpet lane and portable equipment.

"It's about spreading the joy of bowling for us," adds Schenk. "We're creating lifelong bowlers in the process."

For proprietors, The Bowling Foundation provides opportunities to work with local school districts. "We have an extensive database of schools that have requested the kits," says Clancy. "Physical education departments are losing money from their budgets, so this can help because it's affordable. And the students can learn about bowling in a fun and educational way."

Additionally, bowling center operators can take part in BPAA's Bowler's Ed program, which Schenk says will become a focal point for The Bowling Foundation. "We're looking at invigorating that program," she says. "It's a win-win situation for proprietors. They can help in the community and develop new bowlers."

ness Project coordinator for the Clark County School District in Las Vegas, says, "Introducing a new activity like bowling to our teachers is very beneficial. Teachers are always looking for new ideas to make students more active. Bowling teaching students various motor skills, physical fitness, responsibility and cooperation. They all fall within our physical education curriculum."

Chris Weatherford, a physical education teacher at Deer Creek Elementary in Edmond, Okla., has received two grants from The Bowling Foundation. The bowling kits serve 700-850 students at her first school and 600-650 students at her current school.

"The curriculum is awesome," she stresses. "There are many integrated choices and kids love the activity. All kids have a job during the activity and there's maximum participation. The bowling kits can be adapted to accommodate all skill levels. You can shorten the carpeted lanes and use different weight balls."

Colleen Webster, physical education and health teacher, EJ Patten Elementary School, says, "Our students love bowling. We are in an urban area, where there is not a lot of access to many sports activities. We appreciate the opportunity to enhance their love for sports such as bowling. Many of our students do not get to participate in this type of activity outside of school."

Jeanne Berkoski, director of PE for Farmingdale Public Schools in Farmingdale, N.Y., comments, "The bowling kits give teachers another tool in their tool box. There are a lot of possibilities when it comes to how you use the kit."

A recent two-year agreement between The Bowling Foundation and the American Heart Association will increase the foundation's impact. As part of the agreement, The Bowling

Foundation will send 350 Bowlers' Ed kits to schools as a benefit for reaching certain goals through two of the American Heart Association's national programs, Jump Rope for Heart and Hoops for Heart. It also will send another 350 kits to schools dedicated to

starting a Bowling for Heart program.

"Together, the two organizations have the ability to not only encourage living a healthy lifestyle, but show children fun ways to achieve their goals," says Nancy Schenk, president of The Bowling Foundation.



THE CHARITABLE ARM OF BOWLING
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