

New Bowling Centers Association Website Rolls A Strike

Metro Detroit – May 21, 2014 -- The 35 members of the South East Michigan Bowling Centers Association have launched a new website that provides bowlers and those who are thinking about becoming bowlers with all sorts of information about the country's popular family sport – including the location of members' centers throughout the southeast Michigan area and links to their individual websites.

The new site also has a regional calendar of special events hosted by members at their centers. Viewers will find charitable fund-raisers, local competitions and other fun things to do.

There's also a photo gallery of the Centers' mascot, Pin Pal, as he pals around with members of his other favorite sports – baseball, basketball and hockey.

As summer approaches parents are reminded that bowling is a great family sport which can be enjoyed from toddlerhood to well into the 90s. Let the kids keep score – it's good math practice. They'll use more than 130 muscles on their way to bowling a 300 game – and some pre-teens have done that. They'll even use up around 200 calories.

The new site is located at www.sembca.com.

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About the South East Michigan Bowling Centers Association

The more than 35 bowling centers in Southeast Michigan, from Sterling Heights to South Lyon, are dedicated to raising awareness, promoting participation and enhancing the bowling experience for everyone. Joined together as SEMBCA, its members know that bowling is the only sport where everything required for participation – balls, pins, shoes and refreshments – is available onsite and year-round. For more than 50 years the members of SEMBCA have strived to reach out to the local community by providing charitable fund-raising opportunities, corporate employee involvement and wholesome family fun for all ages. Bowling can also be educational, with more than 20 million kids under 17 bowling each year and many going on to the 250 colleges and universities that offer bowling as a sport, with some even benefitting from the \$6 million in college bowling scholarships.

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