

October Is a Big Month for Raising Awareness for Special Causes

Causes Range from Breast Cancer to Fun Things Like American Cheese to Squirrel Appreciation to National Field Trip Month

Oct. 6, 2014 - There are some 60 special interests that claim October as “their month” to raise public awareness. We all know about breast cancer awareness, but besides pouring a bucket of ice water over your head or wearing a specially-colored bracelet there are other options to raise awareness. You can go online and post your status as “bowling.” You can “check in” at one of the more than 35 members of the South East Michigan Bowling Centers Association. You can tweet about your high score. The best part is that bowling is a year-round sport for all ages and not limited to October. You can be exercising more than 130 muscles, burning 200 calories a game and just plain having fun, even offline.

But, for October particularly, go on a field trip to a South East Michigan Bowling Centers Association member center – and afterward feed some American cheese to a squirrel to show him how much you appreciate him.

There’s a member center not far from you – find the nearest one at www.sembca.com – the new online home of the South East Michigan Bowling Centers Association.

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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.