



SEMBCA Invites Everyone to Strike Up Some Fun as National Bowling Week Commences August 9

Sterling Heights, Mich. – August xx, 2014 – The South Eastern Michigan Bowling Centers Association (SEMBCA), an association of bowling centers throughout metro Detroit, invites everyone to strike up some fun as August 9, National Bowling Day, kicks-off National Bowling Week!

With more than 35 member bowling centers in Southeast Michigan, there are plenty of opportunities to bowl.

“Bowling is an everyone friendly activity: everyone is welcome and everyone can play,” explains Tom Winkel, SEMBCA president and Woodland Lanes proprietor. “Importantly, we want people to visit their local bowling centers and experience how bowling has evolved from its past associations to a clean, healthy and family-friendly environment.”

Top Ten reasons to give bowling a try:

1. Climate control - no matter the weather outside, it's always perfect for bowling
2. Lifelong sport - perfect activity that can be enjoyed at all ages
3. Economical - bowling for a family of four, \$30; movies for a family of four, \$60
4. Builds camaraderie - family, friends and co-workers can mix and mingle all while bowling, no need to keep quiet at a bowling center
5. Stress reducer - how could rolling a 10 lb. ball down a lane to knock pins down not make a person a little relieved?
6. No physical requirements - people of any height, shape and abilities can bowl
7. Fun catalyst - anything can happen bowling from a gutter ball thrown that lands in the next lane to picking up a 7-10 split
8. Rock-n-Bowl, Glow Bowl, Disco Bowl ... 'nuf said

9. Bowl like an Egyptian - bowling dates back to 3200 BC when a ball and pins were found in the tomb of an Egyptian youth
10. For the health of it - builds muscles and strong bones, and helps sustain hand-eye coordination

Many SEMBCA locations will be holding special promotions and events to promote participation in National Bowling Week. For more information, visit www.sembca.com/events.

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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