

FOR IMMEDIATE RELEASE

Bowlers Tap Into More Than \$6 Million In College Bowling Scholarships

Troy, Feb 26, 2015 – According to the [South Eastern Michigan Bowling Centers Association](#) (SEMBCA), student bowlers who excel and place consistently in competitions stand a great chance of earning more than \$6 million in bowling scholarships awarded annually at nearly 40 Michigan colleges and universities, including Division 1-A schools.

Michigan bowlers Brandie Reamy of Livonia and Darrin Flowers of Southfield are perfect examples of bowlers who started young (age three) and benefited from scholarship money earned during their youth bowling days. SEMBCA's recommendation to parents interested in getting their children involved in bowling say to do it sooner than later. The physical and mental aspects of the game are learned more easily at a young age.

Flowers and Reamy say they grew up in bowling centers, spending after-school hours and weekends immersed in the sport as youth bowlers. Both participated in several leagues as well as high school bowling teams, and now as adults, each has earned scholarship dollars toward college and continues to bowl on a regular basis.

Throughout a youth bowler's career, it's possible to accumulate winnings from tournaments and competitions that can significantly help fund college tuition and/or expenses. That was exactly the case for Reamy, who currently attends Schoolcraft Community College and is using \$8,000+ in bowling earnings to help finance her education.

"Bowling is in my blood. My parents and grandparents all bowled and now I'm passing on my love of bowling to my 3-year-old daughter. I was so fortunate to be able to bowl in

several leagues growing up, which really elevated my skills, enabling me to win tournaments and ultimately save money to use toward college,” explained Reamy. “The best thing I did was open a SMART account for all my earnings, which couldn’t be accessed until I was enrolled in college and ready to start my courses.” She currently bowls in a league at Vision Lanes in Westland.

Besides bowling recreationally, Flowers felt compelled to share his love and knowledge of the game through coaching, where he led the University of Detroit Jesuit bowling team to a state championship title in 2014.

“My father introduced me to bowling when I was very young, and as I grew up, I spent more and more time at centers and tournaments, eventually earning scholarship money towards a degree at Saginaw Valley State University. Bowling is still a big part of my life as I now coach a high school team and continue to bowl on two leagues a week at Hazel Park Bowl,” shared Flowers, Head Bowling Coach and Social Studies teacher at University of Detroit Jesuit High School and Academy.

“I played other sports growing up, but I believe bowling is truly the only sport that you can play as you age and not hit a wall with health issues. Many sports are hard on the knees or shoulders, but bowling isn’t as hard on a body. Plus you don’t need expensive equipment that needs replacing every year,” said Flowers.

Both Flowers and Reamy agree that bowling is the best sport around for people of all ages. It’s a fun family or social outing that is very affordable. SEMBCA estimates that a family of four can bowl 1 or 2 games, rent shoes and use the center’s balls for about \$25.

“There’s been incredible growth in school-based bowling programs across Michigan. Since bowling became a MHSAA Varsity sport in 2004, it has grown from 165 schools sponsoring bowling programs to more than 335 boys programs and 330 girls programs statewide in 2014,” said Tom Winkel, SEMBCA president and proprietor of Woodland Lanes in Livonia. “With four divisions in the tournament structure, the Michigan high school bowling circuit is the largest of its kind in the country, and that’s something we’re incredibly proud of and eager to share. We invite everyone – even those who have never bowled before – to visit their local bowling center and experience all the benefits bowling has to offer.”

About the South Eastern Michigan Bowling Centers Association

The 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 growing membership 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. Learn more at www.sembca.com.

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