



2 December 2010.

**TO: ALL DISTRICT SECRETARIES**

**CIRCULAR 72/2010**

**BOWLS AWARENESS DAY – 27 APRIL 2011**

The 27<sup>th</sup> of April 2011 has been formally planned as National Bowls Awareness day. Bowls South Africa encourages all districts and clubs to embrace the proposed concept and to participate wholeheartedly. The ultimate purpose of the day is to create awareness of the sport of bowls and to make each community aware of the facilities offered by their local bowls club – thereby hopefully to attract more members.

Each club should arrange an open fun day and invite local schools, churches, businesses, local government, media etc. to visit the club and to participate in and/or watch bowls being played and to enjoy your club's facilities. The final format can be planned individually by each club, possibly with the help of their district. If clubs have already planned something for the day, this should go ahead with one small adaptation.

The one common theme for the day would be **THE BAREFOOT BOWLERS WORLD RECORD ATTEMPT**, which should be managed as follows:

Except if something is already planned, the mornings activities should involve as many non-members as possible, with a view to encourage them to participate in a world record attempt **to deliver the most bowls in one hour in an entire country. This will happen between 12h00 and 13h00.**

1. The term "Barefoot" allows people to bowl barefoot or in suitable informal footwear if they do not have suitable sports/bowls shoes. This practice should be allowed to continue after the day for any participants who may wish to experiment further with the game, before arriving at a decision to play the sport more formally. The concept of Barefoot Bowls is being used successfully by several clubs to canvas new bowling members.
2. The club should appoint an event co-ordinator and organising committee. Details of the co-ordinator should have been sent to the NSCPD by 30<sup>th</sup> November. Not all have been received and districts are asked to rectify this soonest.
3. The committee must arrange for at least one responsible person per rink to count and record the number of bowls delivered during the hour. The format can be singles, pairs, trips or fours played as quickly as possible, depending on the number of participants canvassed.
4. It is suggested that at least one experienced bowler plays on each rink and keeps the score and to assist inexperienced players. It is essential that proper games are played but with the emphasis on fun and enjoyment.
5. A donation of R20 per participant should be levied which will go in equal shares to Disabled Bowls SA and CANSA. Hopefully, you will be able to get local businesses to sponsor some teams.
6. At 13h00, play must cease and all shot counts combined and e-mailed, faxed or phoned through to the headquarters club, which will be also be appointed shortly.
7. The balance of the day's activities is then at each club's discretion

**Executive Committee:**

*President:* Debra Ferguson, *Vice President:* Allan Freeman

**Members:** Kallie Haupt, Sergio Martinengo, Isabel Smith, Ron Weddell

National media will be invited to cover the event at the headquarters club and some other big clubs around the country. It is essential that each club invites their local media to cover the world record attempt. Remember, we need to create a new awareness and image for bowls and to promote **EVERY** club.

A presentation is attached for each district to guide their clubs on how to run the event. A form to record the participation of each club accompanies this circular and both documents should be distributed to each club by the district and completed forms are to be e-mailed to [fonny@iafrica.com](mailto:fonny@iafrica.com) by 15<sup>th</sup> January 2011.

Entry forms will be required from each participant and scorecards and summary count sheets will also be provided for the audit of the world record and funds collected. These documents will be sent out by the end of January as well as bank details for donations collected. Please circulate to all your clubs.

**John Ravenscroft**  
**Operations Manager**