Place Center Logo here

Dear [Insert recipient name],

Strikes, Spares and Smiles …. Oh, my….. Get ready for “A Lane of New Opportunities!”   
  
The United States Bowling Congress recently developed Bowler’s Ed, an In-School Bowling program designed to provide students and educators a scholastic, healthy and inclusive activity. The program is focused on making physical activity fun through fundamentals, innovative lesson plans and circuit fitness.  
  
Bowler’s Ed is a FREE comprehensive curriculum and equipment based program approved by the Society of Health and Physical Educators (SHAPE), certified by the United States Bowling Congress (USBC), recognized by the Bowling Proprietors’ Association of America (BPAA) and funded by the International Bowling Campus Youth Development.   
  
The curriculum provides the appropriate tools for the instructor to be successful through an easy-to-follow lesson plan leading students in the fundamentals of bowling, fitness activities and corresponding academic assignments. Focusing on both fine and gross motor skills, balance, strength, team play and adaptive needs instruction, the Bowler’s Ed program delivers a comprehensive and applicable physical education experience.   
  
The In-School Bowling equipment complements the Bowler’s Ed curriculum, delivering an atmosphere similar to a true bowling environment. With a 20-foot carpeted, non-slip bowling lane, rubberized plastic bowling ball and plastic weighted pins, the bowling experience is realized in school!

[Insert Bowling Center / Association Name]has In-School Bowling equipment and resources available to help implement and reinstate fitness-oriented learning opportunities through the sport of bowling. We understand the importance of lifetime sports, cross-curricular educational programs, and activities meeting state standards and we’re excited to support our local community!   
  
“A Lane of New Opportunity” awaits and [Insert Bowling Center / Association Name]cansupport an educational bowling experience in the classroom and gymnasium. Simply send an email to [insert email address] or call [insert phone number] for more information about the Bowler’s Ed program and get ready to roll a strike in your next lesson. We will reply with our In-School Bowling equipment availability, coordinate delivery and communicate additional opportunities available.

In bowling,

[Insert Youth Director Name]  
[Insert email address]  
[Insert phone #]