



CANADIAN 5 PIN BOWLERS' ASSOCIATION

Association canadienne des 5 quilles

#206 – 720 Belfast Rd., Ottawa, ON, K1G 0Z5

Tel: (613) 744-5090 Fax: (613) 744-2217

e-mail: c5pba@c5pba.ca www.c5pba.ca

FOR IMMEDIATE RELEASE

Sports Day in Canada moves Calgary residents

Calgary, Alberta – September 17, 2011 – To mark this year's Sports Day in Canada, a national celebration of sport, from grassroots to high-performance levels, the Canadian 5 Pin Bowlers' Association is hosting an East vs. West match play team event at Chinook Bowladrome in Calgary. All Stars from the 2011 National Open Championship will vie for the Sports Day ParticipACTION Cup.

On September 17, Sports Day in Canada is presented by CBC Sports, Sports Radio-Canada, ParticipACTION and True Sport and includes a committee of national sporting organizations and their network of coaches, athletes and enthusiasts across the country to share with all Canadians the power of sport.

"We are very excited about being a part of Sports Day in Canada" says Dave Post, President. "5 Pin Bowling is a Canadian game and reaches out to all ages and abilities. The game has the ability to teach the ethics of fair play and team work as well as imparting a sense of inclusion to all participants."

The televised event will take place at Chinook Bowladrome beginning at 2:30 p.m. (Calgary time) and will be 4 on 4 team match play East vs. West. Participants were selected from the 2011 National Open 5 Pin Bowling Championship All Star teams and each has a lengthy resume. Coaches were also selected for each team based on their recent successes and lengthy resumes.

Prior to the televised event, the bowlers will be involved with some fun competition that will include Special Olympic athletes, Youth Athletes and grass roots Athletes. "The entire day promises to be filled with excitement and opportunities to learn more about the game, the fellowship and the impact that Sport brings to the lives of everyday Canadians. Come out to Chinook Bowladrome and join us in this celebration of Sport" says Sheila Carr, Executive Director.

The Canadian 5 Pin Bowlers' Association strives to enhance the lives of Canadians through the Sport of 5 Pin Bowling and instill a sense of pride among bowlers. We are very excited as we set out on our new partnership with Special Olympics. 5 Pin Bowling is the largest participation Sport for Special Olympics and we look forward to working with their administration and athletes to enhance the programs and knowledge of all bowlers.

"It truly is an honor to have been chosen to represent Western Canada for CBC's Sports Day activities and to be able to promote the great game of 5-Pin Bowling" says Adam Weber from Calgary and member of Team West. "This is an exciting opportunity to bring 5-Pin Bowling back to

TV and create a lasting impression on the Canadian viewers in the hopes of increasing participation in one of Canada's oldest sporting traditions. I am also extremely honoured to be a part of the Grassroots family activities including my son Braxton, and my girlfriend's family."

"There was a time, in the 80's - beginning of the 90's, where we would take these opportunities for granted because we had a lot of media coverage" says Lynn Allard of Gatineau, Quebec and coach of Team East. "But today, this will be a moment that will be cherished in our hearts for ever as these moments do not come very often anymore. We will surely embrace this moment with family & friends and enjoy it as time is becoming a factor and we are not getting any younger. This will be a great moment for the history of the Canadian Five Pin Bowling game and I thank everyone to have given me this opportunity to be a part of it once again."

About Sports Day in Canada

Sports Day in Canada, on September 17, 2011, is a national celebration of sport, from grassroots to high-performance levels, in communities across Canada. Sports Day in Canada caps off a week of thousands of local sporting events and activities, open houses and try-it days showcasing sport at all levels, and includes a special television broadcast of CBC Sports and Sports Radio-Canada. Sports Day in Canada is presented by CBC Sports, Sports Radio-Canada, ParticipACTION and True Sport, and includes a committee of national sporting organizations and their networks of coaches, athletes and enthusiasts across the country. It's an opportunity for all Canadians to celebrate the power of sport to build community, fortify our national spirit and facilitate healthy, active living. For more information about Sports Day in Canada, please visit: <http://sportsday.cbc.ca/> .

About Canadian 5 Pin Bowlers' Association

The aim of the Canadian 5 Pin Bowlers' Association is to promote, to foster the integrity of and to enhance the enjoyment of 5 pin bowling as well as to instill a sense of pride among active bowlers. To this end, the Canadian 5 Pin Bowlers' Association is a service oriented sports organization that provides quality programs and services to its members for their participation. The association regulates 5 pin bowling, resulting in standardization within the sport. To learn more about the Canadian 5 Pin Bowlers' Association, visit our website at www.c5pba.ca .

Form more information or to speak to a spokesperson, please contact:

Sheila Carr – Executive Director
Canadian 5 Pin Bowlers' Association
613-744-5090
sheila.c5pba@gmail.com