

## Bowls England News release – Wednesday 24<sup>th</sup> January 2018

### Note to County Administrators: Please circulate widely

#### LAWN BOWLS MEDIA OPPORTUNITY – CAN YOU HELP?

Bowls England has been approached by a healthy living magazine, with a readership of almost one million people, who would like to include a feature on a number of lawn bowls players in a forthcoming edition.

'Be Healthy', which is produced for the Benenden Community, is looking to profile a number of people who have found that the sport of lawn bowls has transformed their life on a competitive and/or social level.

Examples of this can be by helping to overcome loneliness or anxiety by finding a new social group, or maybe to get active after being very inactive.

The editor is keen to include representation from a variety of backgrounds with different stories to tell – perhaps a younger woman or someone who has recently relocated to a new area. Please note that these suggestions are just an idea and not an exclusive list.

The magazine would like to arrange for a phone interview and to photograph the interviewee within the next two to three weeks.

This is an excellent opportunity to showcase the benefits of lawn bowls and we welcome bowlers of all ages to consider taking part in this exciting opportunity.

Anyone interested in taking part should email [matt@bowlsengland.com](mailto:matt@bowlsengland.com) or [sian.phillips@thinkpublishing.co.uk](mailto:sian.phillips@thinkpublishing.co.uk).

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