

# **Prime Time** **Lawn Bowling** **League**



## **Start-up Kit**

**Includes Samples of**

**Press release**

**Poster**

**Advertisement**

**Promotional Trifold**

**Just personalize to your club.  
It's free!**

**Tip: Try to sign-up 3 persons per company or  
make teams of strangers. It's a nice way to  
meet new people. You only need 16 teams.  
Recruit in person.**





NEWS RELEASE  
APRIL 16, 2007



FOR IMMEDIATE RELEASE

CONTACT: ~~MARIO BATTISTA~~  
~~778-552-4744~~

## PRIME TIME: Lawn Bowling League for those who work

**Langley, British Columbia.** The Langley Lawn Bowling Club is pleased to introduce Prime Time, a Lawn Bowling League for those adults who have not been able to play in the past because of the early start times associated with this sport. In an effort to demonstrate that this wonderful life-long sport is for all ages and not just for retirees, LLBC, with its lighted greens, has reserved Thursday evenings for those who work, those who need to start play a little later, at 7:30.

Until now, evening play always started at 6:30, requiring players to arrive at 6:00. This made it difficult for those with jobs. Too much rushing.

"Lawn Bowling is a calm sport, played in a friendly atmosphere – a perfect way to relax after a stressful day", says Co-ordinator Mario Battista. "Yes, there is a Skip, but he or she is not a boss. You just do the best you can", he added. This will be a mixed league with three players per team. This is a unique opportunity to recruit co-workers to form one or more teams.

The Club has made it easy for PRIME TIME players. No uniforms (whites) required. "You don't need to know how to play. You just need to want to play." Training will be provided to all by our certified coaches on Saturday, April 21 and 28, from 1:00 – 4:00pm. Test the game. Bowls will be provided free of charge. Flat-soled shoes are mandatory on a bowling green.

**A sense of urgency!** PRIME TIME League play starts on Thursday, May 17. Those interested must act quickly and call ~~Mario Battista at 778-552-4744.~~

**Details:** Play is on Thursday evenings at 7:30. The special Introductory Season Fee of \$60.00/player includes MVP Awards, Certified Coaches, Website Statistics, and a 12-week season, including playoffs. The champion will be decided on Thursday August 2, preceded by an end of season BBQ. "Let's all make sure we put on a good show, so that this league will expand. If you always wanted to try out Lawn Bowling, now is your chance", Battista added.

Known for having the best green in the Fraser Valley, a high caliber of play and a smooth organization, the Langley Lawn Bowling Club, with the addition of the Prime Time League, is taking another step towards becoming the capital of lawn bowling in the Fraser Valley. "It's our mission to promote the game of lawn bowling to anyone who is interested. Our job is to provide that opportunity."

For more information, please contact Mario Battista at 604-595-6595 or visit the Langley Lawn Bowling Club website at ~~[www.langleylawnbowling.com](http://www.langleylawnbowling.com)~~.

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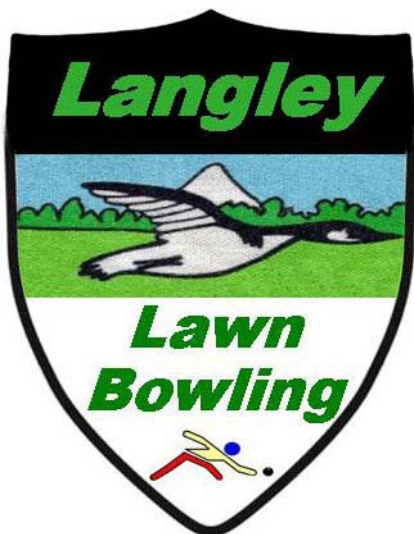
# Prime Time Lawn Bowling League



Bowl after work  
Thursdays  
Start at 7:30

**Enter a Team NOW!**

- 12 week season
- Use of Club bowls
- Training & coaching
- Certified coaches
- Awards BBQ
- Website statistics



Training - Sat. April 21 and 28  
1 - 4pm

Season begins Thurs. May 17

## Register Now!

Call: 604-555-1212

Join the new

# Prime Time

## Lawn Bowling League



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Training- Sat. April 21 and 28  
1 - 4:00pm

Season begins Thurs. May 17

# Register Now!

Call: 604-555-1212

# Season Details

**Start date:** May 17, 2007  
**Fee per person:** \$60.00  
**Registration deadline:** April 30, 2007  
**Games guaranteed:** 12 (12 ends ea.)  
**Games played:** Thursdays @ 7:30pm  
**Fee includes:** Training, use of club bowls, Internet Team Standings, and Awards BBQ.

## Location Information:

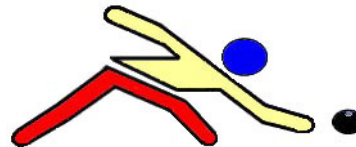
The Langley Lawn Bowling Club offers the best greens in the Valley, skill development with Bowls BC Certified Coaches, coaching clinics, house leagues, banquets throughout the season, annual awards gala, and social games (mostly in the off season). Year-round comprehensive membership is \$150. per year.



# Location



Green at South end of Douglas Park

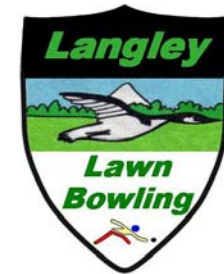


## Langley Lawn Bowling Club

~~Prime Time Lawn Bowling~~  
20471 - 54th Avenue  
Langley, BC

Co-ordinator ~~Mario Battista~~  
Phone: 778-552-4744

E-mail: ~~primetime@langleylawnbowling.com~~  
[www.langleylawnbowling.com](http://www.langleylawnbowling.com)  
[www.primetimelawnbowling.ca](http://www.primetimelawnbowling.ca)



# Prime Time Lawn Bowling



*Bowl after work*  
*Start at 7:30pm*

Sponsored by



# Prime Time Lawn Bowling

## A special League

The Langley Lawn Bowling Club is pleased to introduce Prime Time, a Lawn Bowling League



for those adults who have not been able to play in the past because of the early start times associated with this sport. In an effort to show that this wonderful life-long sport is for all ages and not just for retirees, LLBC, with its lighted greens has reserved Thursday nights

for those who work, those who need to start play a little later: at 7:30.

Until now, evening play always started at 6:30, requiring players to arrive at 6:00. This made it difficult for those with jobs. Too much rushing.

**ACT NOW!**

**TRAINING  
APRIL 21 and 28  
AT 7:30**

**CALL CO-ORDINATOR  
MARIO BATTISTA  
778-552-4744**



## Special Benefits

Spend an easy summer evening with friends

"Lawn Bowling is a calm sport, played in a friendly atmosphere – a perfect way to relax after a stressful day, says promoter Mario Battista. "Yes, there is a Skip, but he or she is not a boss. You just do the best you can," he added. PRIME TIME will be a mixed league with three players per team. This is a unique opportunity to recruit co-workers to form one or more teams, and meet new friends at the Club.

The Club has made it easy for PRIME TIME players. No uniforms (whites) required. You don't need to know how to play. You just need to want to play. Training will be provided by our certified coaches on April 21 and 28, from 1:00 to 4:00pm. Test the game. Bowls will be provided free of charge. Flat-soled shoes are mandatory on a bowling green.

Township of  
Langley



Est. 1873

Lawn Bowling is a high profile sport in Langley. Well supported by the City and the Township, membership continues to rise. Always showcased in the City in Bloom Contest, the Club is known for its beautiful greens, which are maintained by a very dedicated team of volunteers.



## Sponsors

Start by sponsoring a team


Get in early on a good thing. Look for the upcoming fundraising campaign to build a new clubhouse and a second green. Already the best club in the Valley, help make the Langley Lawn Bowling Club the capital of Lawn Bowling. Start by sponsoring a team of 3 players in our new Prime Time League for still employed players.

Leverage your donation. Involve your employees. Promote your support to all your clients.

Experience shows that this type of generosity increases employee and customer loyalty.

Players pay their own way. Your Team sponsorship covers the cost of T-shirts with your logo and the Awards/BBQ end of season event.

**Team sponsorship for 3 players: \$ 150.00**

 **Langley Lawn Bowling Club  
Mixed Pairs 2006  
Mario and Percylla Battista**



**Sponsored by  
Feelgood Treat Co.**