

Operation Relief Lanes

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Bowlers Organizing National Katrina Relief

FOR IMMEDIATE RELEASE: **Contact: Greg Olsen: 1-800-736-BOWL**
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“Operation Relief Lanes” is being launched today with millions of potential bowlers being organized to assist with Hurricane Katrina relief efforts.

Bowlers, their friends, relatives and business associates will be taking to their local neighborhood bowling centers on Saturday September 3rd or Saturday, September 10th between 9:00 a.m. and 6:00 p.m. local time.

Participating bowling center owners will be donating bowling fees collected during “one hour” sessions to the American Red Cross. Additionally, bowling enthusiasts will be encouraged to ask friends, business owners, and co-workers to sponsor their bowling session for an additional \$5, \$10, \$25 or whatever they wish to contribute.

“Bowling has been one of the most popular leisure time activities for decades... everyone has enjoyed a game of bowling at one time or another,” said Greg Olsen, “Operation Relief Lanes” spokesman, and Executive Director of the Washington State Bowling Proprietors’ Association in Seattle. “Bowling is something everyone can do and we felt a ground swell of support from the bowling community and the millions to people that bowl each year could have a major impact on the relief efforts,” added Olsen.

Bowling center owners will be encouraging league and casual open play customers to organize their friends to join them at their local centers on one of the two designated Saturdays in September. Birthday parties & corporate events can be scheduled to support the effort.

“The amount of money needed is staggering but we’re confident people will see this effort as a way everyone can help. With a million people bowling this weekend or next, ”Operation Relief Lanes” will make a significant contribution to relief efforts,” announced Olsen

Details are posted @ www.wsbpa.org. call 1-800.736-BOWL for information.

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