



Global Marketing Initiative

World Bowls, hereby provides details of its international “Local Sports Stars Wanted” marketing campaign. This is intended to provide MNAs with the effective 'tools' to assist with their recruitment initiatives, and achieve a consistent marketing message for our sport.

Formulated to target men and women in the 30-50 age bracket who have previously played team sport and still seek an alternative to satisfy their competitive instincts - without the same physical demands – ‘Local Sports Stars Wanted’ aims to stimulate participation at local bowling clubs.

[Link to the Media Pack](#)