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Working together to bring more women into the sport of bowls

The Bowls Development Alliance (BDA) is delighted to announce the launch of the exciting new project with the National Federation of Women's Institute (NFWI) which aims to introduce more women into the sport of bowls.

This project is part of the BDA's national **WOMEN CAN** project which aims to encourage more women to play bowls, coach bowls and volunteer in bowls.

Currently only 39% of the bowling club population in England are women, and this campaign has been developed to increase that number to 45% by 2021.

The project will see 140 WI groups mapped with local bowls clubs who will take the women through six FUN weekly sessions introducing them to the game. 237 bowls clubs have expressed an interest in taking part (196 outdoor clubs and 41 indoor clubs)

Susan Cooper, Development Director of the BDA, said:

"The BDA are delighted to be working with the National Federation of Women's Institute (NFWI) to provide more opportunities for women of all ages to get active. It is also a fantastic opportunity for bowls clubs to grow their female membership and to re-address the current gender unbalance"

Lynne Stubbings, Chair of the NFWI, said:

"This is an exciting new project which will inspire and empower WI members to become involved and participate in the sport of bowls.

This programme is open to all members, regardless of age or ability and we hope that it'll be successful in increasing the percentage of women in the English bowling community.

For members who already have an interest in bowls, and others that have never played the game before, the programme will offer fun, friendship and a chance to get active outside of WI meetings."

For more information on this exciting new programme and the **WOMEN CAN** campaign please contact womencan@playbowls.org or visit our website where our campaign video can be viewed at www.playbowls.org/womencan showcasing what the sport can offer women of all ages.

