



# **2011 BOWL-A-THON FACT SHEET**

## **WHAT IS THE JA BOWL-A-THON?**

The JA Bowl-a-thon is a fundraiser to support Junior Achievement of Central Indiana. Junior Achievement provides programs that educate central Indiana youth on financial literacy, entrepreneurship and work readiness. The business community, educators and volunteers work together to inspire kids to dream big and reach their potential. Junior Achievement's experiential learning programs *JA BizTown®* and *Finance Park®*, and in-school programs, impact thousands of students each year from twelve central Indiana counties.

The Bowl-a-thon is also a great way to have fun with co-workers outside of the office or entertain clients or vendors, win great prizes, work on your bowling average and raise money for a worthwhile cause!

## **WHEN AND WHERE?**

All Bowl-a-thons will take place at Woodland Bowl (96<sup>th</sup> and Keystone) and will be two hour events. Each company chooses the date and time that works best for them. Decide what date works for you and then you can get the ball rolling!

### **Spring Bowling Times and Dates:**

Friday, May 20<sup>th</sup> from 3:00 – 5:00 PM

Friday, May 20<sup>th</sup> from 6:00 – 8:00 PM

Saturday, May 21<sup>st</sup> from 1:00 – 3:00 PM

**Or... CHOOSE YOUR OWN DATE!**

## **WHO CAN PARTICIPATE?**

Anyone can bowl! Employees, family and friends can make up teams. Bowlers are asked to pay a \$10 registration fee which includes 2 games of bowling and shoes. Some companies pay this registration fee for employees as an incentive to participate; check with your employer regarding their policy.

## **HOW TO PARTICIPATE?**

It's so easy! Choose the date and time your company would like to bowl and register your company with JA. Communicate the date with your employees and have them sign up as Team Captains. Captains then choose their bowlers to make up a team. Teams consist of 5 people (captain plus 4 others). JA will provide you with all of the materials you need to help make your event a great success. Bowlers then begin raising dollars for JA!

In order to support JA and their mission, bowlers are asked to raise a minimum of \$50 in pledges. Bowlers can do traditional fundraising or set up a personal fundraising page at [www.firstgiving.com/jaindy](http://www.firstgiving.com/jaindy). Simply click "get started" and choose your company event from the list to begin creating your page. Send your fundraising page to all of your contacts and they can sponsor you as a bowler directly online. All major credit cards are accepted and it is completely secure. It's definitely fundraising made easy!!

## **CORPORATE MATCHING PROGRAMS**

If your company has a matching program, check to see if JA is eligible. All of your employee's donations could be matched and would go towards your company total and JA's economic education programs!

## **WHO DO I CONTACT?**

If you are interested in participating in the JA Bowl-a-thon or have any questions, please contact Alyssa Krachon with Junior Achievement at [Alyssa@jaindy.org](mailto:Alyssa@jaindy.org) or 317-252-5900 x108.