



# News

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## **Bowls England backs New Age Bowls**

Bowls England has teamed up with New Age Bowls as part of its commitment to develop the sport among all ages.

New Age Bowls come in sets of eight (four red and four blue with a yellow jack and foot mat). Each bowl is soft with a genuine bias that can be used on any surface – indoors or out.

This means they can be used by clubs to introduce new people to the sport in places such as the local school, village hall, community centre or leisure centre.

John Bennett, the founder of New Age Bowls, said: "We all know bowls is a brilliant game but the number of players is falling. It can be difficult to attract people to the sport as you need to have a carpet or green to play on, so I set about inventing and designing a plastic bowl complete with a genuine bias so people can be introduced to the sport of bowls on any surface.

"New Age Bowls can now be taken into schools, community centres and other venues, therefore opening the game to all ages and abilities. New Age Bowls are also ideal for getting people starting out in the game playing to a good standard before taking them on to the green. So why not try it out, it is the same great game of bowls and a lot of fun!"

New Age Bowls are endorsed by Bowls England and World Bowls, and they are also being used as a coaching aid in other areas of the world including Hong Kong and Australia.

Tony Allcock MBE, Bowls England Chief Executive, added: "New Age Bowls give us a unique opportunity to take our sport out into the community to encourage people to play bowls for the first time before joining their local club. We have received positive feedback from those who have already tried this approach in places such as schools, village halls and leisure centres. It is also a fun social event for outdoor clubs to enjoy during the winter and Bowls England is therefore pleased to endorse New Age Bowls as a development tool for our sport."

For more details on New Age Bowls, please go to: [www.newagebowls.com](http://www.newagebowls.com)

If your club or county is using, or is interested in using, New Age Bowls to encourage new participants in our sport please e-mail: [alistair.hollis@bowlsengland.com](mailto:alistair.hollis@bowlsengland.com) so that we can keep you informed of future developments.