Place Center Logo here

Dear [Insert Educator Name],  
  
I hope you are having a relaxing summer break as you prepare lesson plans for the upcoming school year. A new school year brings new opportunities – new faces, programs, materials and “A Lane of New Opportunities” with [Insert Bowling Center Name/Association].

If you are looking for an exciting new teaching opportunity, I encourage you to explore our In-school Bowler’s Ed program. An all-inclusive, easy–to-follow program, it is approved by the Society of Health and Physical Educators (SHAPE), certified by the United States Bowling Congress (USBC), recognized by the Bowling Proprietors’ Association of America (BPAA), and funded by the International Bowling Campus Youth Development.

Bowler's Ed is a FREE In-school curriculum and equipment-based physical education program designed to introduce students to the lifetime sport of bowling through a fun and fitness-oriented lesson plan. The curriculum leads students through team-based cardiovascular activities requiring coordination, timing and concentration. Teachers benefit from a fully-developed curriculum, complete with rubrics, fundamentals, fitness activities and associated lesson plans.  
  
The in-school bowling setting will provide an opportunity for students to learn the sport in a small group setting offering immediate assistance and individualized instruction. The atmosphere created will provide an environment to enhance each student’s confidence, responsibility and motivation in the learning experience for both athletic and academic performance.   
  
Unlike traditional bowling, Bowler’s Ed provides opportunities for 5-6 students to actively participate around one mobile bowling lane at a time, so engaging the entire class is not an issue. Recently, the curriculum was updated with an adaptive needs section to accommodate students irrespective of gender, physical or natural ability. A science, technology, engineering, and mathematics (STEM) addition was also recently added.   
  
This is a fantastic addition to any physical education curriculum, as strength, speed, and size are non-essential components in bowling; students who might be unable to compete on another playing field can find athletic success in bowling!   
  
Contact [Insert Bowling Center Name/Association] for a complimentary Bowler’s Ed curriculum, reserve the in-school bowling equipment at no charge or discuss the in-school bowling program in more detail.

In bowling,   
  
[Insert Youth Director Name]  
[Insert email address]  
[Insert phone #]