

# BOWLING IS A HEALTHY WAY TO LIVE

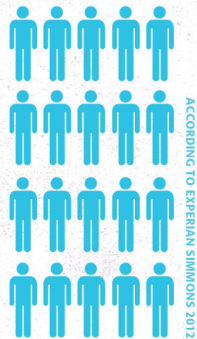


## DID YOU KNOW?

**250+ COLLEGES** OFFER BOWLING & NEARLY HALF OFFER SCHOLARSHIPS

THE BOWLING INDUSTRY PROVIDES MORE THAN **\$6 MILLION** IN SCHOLARSHIPS EACH YEAR

**COLLEGIATE BOWLING IS NATIONALLY TELEVISED**



**20+ MILLION** AMERICANS AGE 17 AND UNDER BOWL EACH YEAR

**47 STATES** IN THE U.S. HAVE ESTABLISHED HIGH SCHOOL BOWLING PROGRAMS

ACCORDING TO THE NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS, MORE THAN **54,000** KIDS BOWL IN HIGH SCHOOL VARSITY COMPETITION

## PHYSICAL HEALTH KNOW THE FACTS

- BURNS CALORIES**  
🕒 **100+ PER HOUR**
- BUILDS MUSCLE**  
**134 MUSCLES EXHAUSTED IN A 4 STEP APPROACH**
- WEIGHT BEARING SPORT**  
**BUILDS STRONG BONES**
- SUSTAINS HAND & EYE COORDINATION**
- 3 GAMES = 1 MILE OF WALKING**  
🎳 **3 GAMES** EQUALS 1 MILE
- PROMOTES BALANCE & COORDINATION**

**DID YOU KNOW...**  
THE DISTANCE FROM THE PITCHER'S MOUND TO HOME PLATE IS APPROXIMATELY THE SAME LENGTH AS A BOWLING LANE.

## SOCIAL HEALTH SOMETHING FOR EVERYONE

- FAMILY BONDING**  
**FUN FOR KIDS & PARENTS TOO**
- MAKE MEMORIES**  
**CELEBRATE SPECIAL OCCASIONS**
- LIFETIME SPORT**
- FUN FOR EVERYONE**  
**NO BARRIERS**
- MAKE NEW FRIENDS**

**BOWLING** OFFERS KIDS OF ALL AGES, SIZES, AND ABILITIES THE OPPORTUNITY TO HAVE FUN AND LEARN A LIFELONG SPORT.



# BOWLING IS #1

STILL

Bowling is the #1 participation sport in the United States with more than 67 million people bowling annually. More than 1.7 million Americans are members of the United States Bowling Congress and bowl weekly in organized bowling programs. Bowling has a \$10 billion impact on the U.S. economy.



**\$76K**

MEDIAN HOUSEHOLD INCOME

## BOWLING IS AFFLUENT

- The median household income of a bowler is over \$76,000
- 64% of bowlers are homeowners
- 28% of bowlers have a household income of more than \$100,000
- Over 47% of bowlers have children at home

**18MM**

YOUTH BOWL EACH YEAR

## BOWLING IS POPULAR AMONG YOUTH

- Over 18.8 million youth from 6 to 17 years old bowl each year
- 48 states have high school bowling programs
- Over \$6 million in scholarships are awarded every year
- Over 250 schools offer collegiate bowling through NCAA, NAIA, and USBC Collegiate
- 54,000 kids bowl in high school varsity competition
- 10 million kids attend birthday parties in a bowling center each year, making bowling the #1 birthday party destination for kids 12 & under

**54K**

KIDS BOWL IN HIGH SCHOOL VARSITY COMPETITION

## BOWLING IS A LIFETIME SPORT FOR ALL

**NO BARRIERS**

- 50.5% of bowlers are male with 49.5% female
- No barriers to participation and no one sits the bench
- The youngest person to bowl a perfect 300 was only 9 years old
- The oldest person to bowl a perfect 300 was 89 years young
- The median age of a bowler is 36
- Over 16% of all bowlers are Hispanic

**USE 134 MUSCLES**

## BOWLING IS HEALTHY

- 3 games of bowling = 1 mile of walking
- Bowling uses 134 muscles

INTERNATIONAL BOWLING CAMPUS

621 SIX FLAGS DRIVE, ARLINGTON, TEXAS 76011 • [BPAA.COM](http://BPAA.COM) • [STEMARKETING.COM](http://STEMARKETING.COM) • [BOWL.COM](http://BOWL.COM)

BOWLING PROPRIETORS' ASSOCIATION OF AMERICA

