



**BOWLS
CANADA
BOULINGRIN**

MEDIA BACKGROUND

2021



ABOUT BOWLS CANADA

Bowls Canada is the governing body responsible for lawn bowls in Canada. Our mission is to advance the sport of bowls in Canada and our vision is **Bringing Canadians Together Through Bowls.**

Our team is made up of three full-time employees, a skills-based Board of Directors that oversees strategic leadership and policy, two part-time national coaches, and many volunteer committees that offer expertise and different perspectives on projects and initiatives.

ABOUT THE SPORT

Bowls is a strategic, challenging and fun sport that can be enjoyed by anyone. It is played on a large smooth grass surface called a “green”. Lawn bowls are large, hard resin balls with a bias to them, so that they travel along an elliptical path, rather than going straight. The object of the game is to roll your bowls closer to the target than your opponent. The target is a small white ball called a “jack”. The jack is rolled the length of the green to start each end. Players from each team take turns rolling their bowls down the green toward the jack until all the bowls have been played.

Bowls involves offensive and defensive strategy. An added challenge is the Jack or target may be displaced within the confines of the rink by the movement of any bowl.



WHY BOWLS?

One of the best parts about the sport is that anyone can play no matter their skill level. You don't have to be able to jump high or run fast to enjoy the sport.

New players who are attracted to the game are influenced by a desire to have adult fitness in an environment that offers low impact physical activity, be part of a broader community with friendship and social interaction, and seek competition at different levels. Some are former athletes looking for a less strenuous game as they age. Others seek companionship with people in their own and other age ranges. Many players go back and forth between social and competitive play.

PARTICIPATION

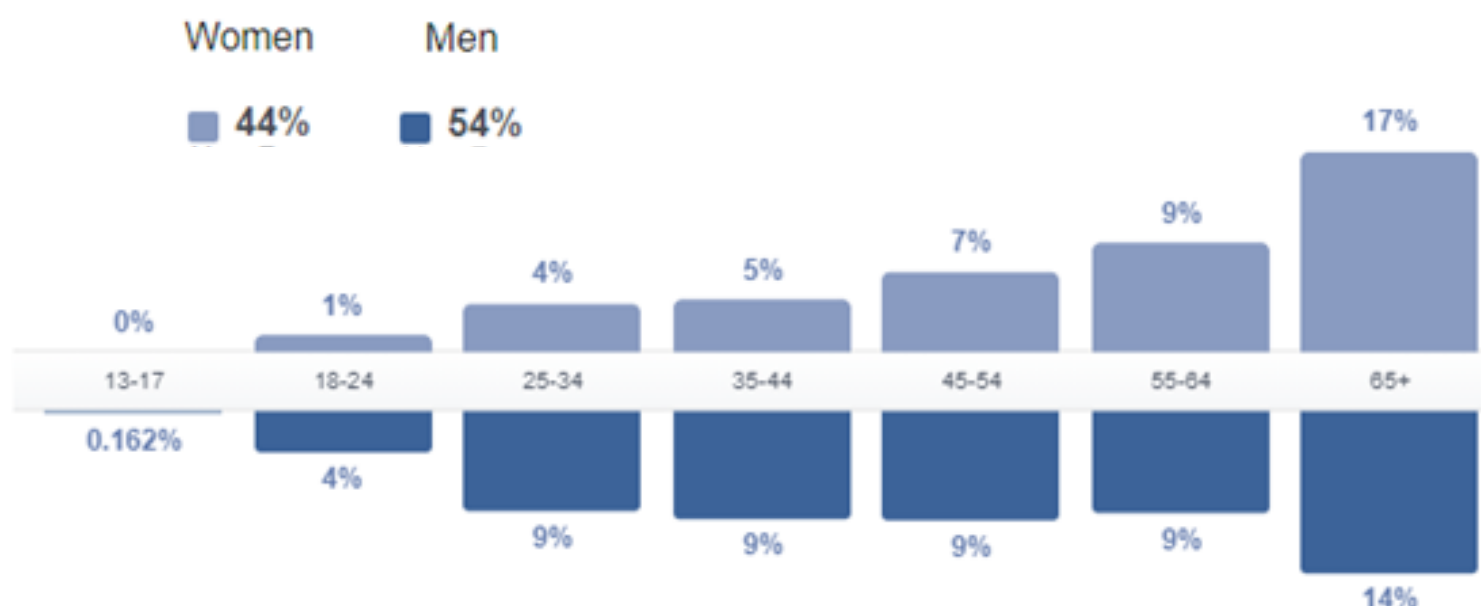
Participants play the sport out of clubs all across Canada. Many clubs use an annual membership structure, but many have started implementing trial learn-to sessions and social leagues to attract new participants.

Bowls is an accessible sport and offers a variety of accommodations to assist with traditional challenges associated with aging. Many clubs also offer opportunities for Canadians with disabilities.

WHO IS THE AVERAGE BOWLER?

In 2019 there were just under 13,900 registered members with clubs across Canada and more than 100,000 Canadians accessed lawn bowling clubs through a variety of programs and leagues.

The graphic below displays a visual representation of the bowler demographic in Canada, retrieved from Bowls Canada's Facebook page insights.



Most bowlers across Canada are over the age of 45 and the accessible nature makes it very attractive to an older demographic. While there are currently few members between the ages of 13-24, events such as Lawn Summer Nights and other social leagues do offer participation to younger age groups. There is equitable gender representation at all ages and lawn bowling offers open, mixed and gender specific categories of participation.



HOW MANY OF US ARE THERE?

This graph shows how many members were at each club in 2019 and how many clubs there are in each province.*

Provinces	Members in 2019	Clubs in 2019
British Columbia	4555	48
Alberta	841	10
Saskatchewan	469	6
Manitoba	303	7
Ontario	6617	117
Quebec	311	5
New Brunswick	195	5
Nova Scotia	535	6
PEI	63	1
Total	13889	205

*Data was last formally collected in 2019 and numbers will have been impacted by the pandemic.

Ontario is the largest province in terms of membership and number of clubs followed by British Columbia and then Alberta.





ADDITIONAL RESOURCES

If you'd like to become more familiar with Bowls Canada's programming, latest initiatives and the sport in action, we encourage you to visit our website (bowlscanada.com), follow us on social media (Facebook: [@BCBOfficial](https://www.facebook.com/BCBOfficial) | Twitter: [@BCBBowls](https://twitter.com/BCBBowls) | Instagram: [@BCBBowls](https://www.instagram.com/BCBBowls)), or watch some of our videos on YouTube ([Bowls Canada Boulingrin](https://www.youtube.com/BowlsCanadaBoulingrin)).

Some other resources that may be of interest include:

Belonging in Bowls – a campaign to develop clubs and assist them in maintaining a safe and welcoming environment,

National Bowls Day – the first Saturday in June is an annual celebration of bowls from coast to coast,

Blog – we have a blog (biasedbowls.ca) to keep bowlers informed and updated on what's going on in the world of bowls.

Please don't hesitate to contact office@bowlscanada.com with any questions or media inquiries.