



2010 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, work readiness and entrepreneurship. 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 nearly 20,000 students 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 (96th and Keystone) and will be two hour events. Each company chooses the date and time that works best for them. The 2010 season will run during the months of April, May and June. Decide which month works for you and then you can get the ball rolling!

Bowling Times/Dates TBD... Check back VERY SOON!

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, shoes and a JA Bowl-a-thon t-shirt. 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! Sign up with your company coordinator as a Team Captain and choose your bowlers to make up your team. Teams consist of 5 people (you plus 4 others). If your company does not have a coordinator, please contact JA.

In order to support JA and their mission, bowlers are asked to raise a minimum of \$100 in pledges. Bowlers can do traditional fundraising or set up their own fundraising page through our online giving site called Firstgiving. Simply create your own website, send it to all of your contacts and they can sponsor you as a bowler directly online through a secure site. All major credit cards are accepted. It's definitely fundraising made easy!!

Proceeds from the JA Bowl-a-thon go directly to our education programs. Thank you for your support in helping us reach our goal of 20,000 students this school year.

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 or 317-252-5900 x108.