



Jack Fine President's Award

Ed Sousa 2012

The 2010-11 season saw a new fundraising campaign take shape in the Toronto area. Mississauga's Classic Bowl launched an effort that was multi-faceted in that its aim was three-fold;

- Raise funds and awareness for a worthy and global cause that hits home to virtually every household
- Generate awareness for the bowling industry and its ability to fund-raise in every community across Canada, and...
- Give the bowling community a do-good project it can be proud to participate in.

The project in question is called **KNOCKDOWN CANCER**, a fundraiser to support cancer research, with the Canadian Cancer Society as its chosen recipient.

Knockdown Cancer is the brainchild of Ed Sousa, Director of Classic Bowl. Ed's family, like so many, had been affected by the disease. And knowing cancer has touched the lives of so many, to one extent or another, he built up the concept and developed a branded and positive campaign that saw Classic Bowl reach out to

its local community and enlist their support for a worthy cause.



Bowl Canada President Mariano Meconi presents the first ever Bowl Canada President's Award to Ed Sousa
June 2012 - Ottawa, ON

The initial campaign was a huge success. Launched in January 2011 as a stand-alone Classic Bowl program, Ed developed the logo and branded items for sale, including Knockdown Cancer (KC) T-shirts which the staff wore throughout the campaign month of January.

Additionally, the branded T-Shirts were sold along with several other KC branded apparel and novelty items with proceeds going towards

the campaign.

To increase awareness, branded bowling balls and pins were developed for sale and also provided to media, government and others outside the industry to bring them in on the news and display the professional efforts put forth on the campaign.

And another awesome idea... pink bowling shoes, KC branded, were developed for exclusive use at Classic throughout the January campaign, with 25 cents from each shoe rental throughout the month going towards the campaign. Great exposure reinforced with every customer visit.



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in the final analysis, it was a well organized and very attractive campaign, earning Ed and Classic Bowl some key recognition;

- Knockdown Cancer (KC) was named Bowling Centre Management Magazine's 2010 Charitable Campaign of the Year (a first for a Canadian centre)
- KC was featured in Bowler's Journal, both web and print forms
- KC was recognized as the official bowling campaign of the Canadian Cancer Society



Ed with local MP and MPP at Classic Bowl

With such a successful launch under his belt, Ed turned back to his original plan... to take Knockdown Cancer well beyond its birthplace in Mississauga. Even before launching year 1, Ed was in communication with Bowl Canada offering to share the campaign with the industry at large.

In January 2012 KC went national, with roughly 80 bowling centres participating, and having raised \$135,000 for the Canadian Cancer Society by the end of its National Launch year.

The Bowl Canada President's Award could find no better recipient than one who is working hard towards a positive contribution to bowling on a Canada-wide basis. We are therefore very proud to present the first-ever President's Award to such an individual. Please join us in recognizing and thanking our first recipient for making a difference.... From Mississauga, Ontario...

ED SOUSA



Cheque Presentation at Classic Bowl (Oct, 2013) Ed Sousa with Paul Oliveira (Bowl Canada) and Keith Fairbairn & Julie Wajcman (Canadian Cancer Society) with the Classic Bowl Women's League. This cheque marks the Quarter Million dollar mark at year 2 of the national Knockdown Cancer campaign



Women's League decked out in support at Classic Bowl