



Jack Fine President's Award

Garth & Carolyn Kholsmith - 2013

Last year, we were proud and excited to announce the all new Bowl Canada President's Award, which recognizes current and outstanding contributions of those who strive to improve the sport and/or business of bowling.

This season, Bowl Canada is very pleased to present its second President's Award, this time to a dynamic duo who stand out from the crowd and bring a lot of sparkle to our industry's national charity campaign.

KNOCKDOWN CANCER was launched as a national campaign in January 2012 in support of the Canadian Cancer Society. In year 1 it became clear that some bowling centres were taking the efforts a little more to heart than others. One centre that stood out head and shoulders above the crowd is Westlock Bowl, in Westlock, Alberta.

Carolyn & Garth Kholsmith, proprietors of Westlock Bowl, had a close family connection to cancer and were quick to sign up for the campaign. Their interest and dedication to Knockdown Cancer was clear from the first, as they regularly called in to the office to update us on their plans and to learn of ideas we'd heard from around the country.



Bowl Canada President Kyle Harre presents the President's Award to Garth & Carolyn Kholsmith June 2014 - Winnipeg, MB

They dove in to the campaign head first, and got their league bowlers invested in the effort as well... not to mention a good chunk of the town along the way. Some of the keys to the fundraising success at Westlock Bowl;

- For the month of January the bowling centre was decked out in pink, and league bowlers were challenged to always wear pink (or buy a pink t-shirt if they forgot on league night).
- Two schools in town conducted a "Collect Your Spare Change Challenge" to see which classes would win the "FREE" one hour bowling party for their efforts. Between both schools, they collected \$1,631 in spare change for the 2013 campaign alone
- They held a business team event over two weekends in mid-January which brought in over \$4,200 in 2013 (up from \$2,900 in 2012).
- YBC families wanted to help out with the effort so a lot of the parents took out pledge sheets as well, raising over \$1,600 this year collectively! One little boy alone (with help from his family) raised \$620 this year!
- As was the case last year, the bulk of the



Bowl Canada President's Award - Carolyn & Garth Kholsmith

total proceeds was raised by Westlock's league bowlers via pledge sheets. They hit on family and friends, business people they came in contact with, etc. Most of them requested pledge sheets before Christmas to capitalize on the time of giving

- And for 2013 Westlock Bowl was once again very pleased to receive \$3,000 worth of donations (merchandise, gift certificates, etc.) used towards prizing and the silent auction
- Printed mini-bowling shoe pics recorded all donations and were posted on the wall. Over 1,100 shoes covered the walls and once again pledges came in from all across Canada as well as a few from other countries ... the USA, Turkey and Bulgaria!!
- A Wind-Up Celebration was held to thank and reward the bowlers collecting pledges. Special guest speakers were on hand, and they themselves got caught up in the excitement of the afternoon and had the whole crowd cheering when they each made on-the-spot donations of \$200 each, to take the total for 2013 over and above the **\$25,000 mark!**
- Of those bowlers taking part, the top 4 collected over \$4,500 (\$1,820 was the highest raised by one person this year)
- A variety of "pink" items were available for purchase....T-shirts, pins, scarves and tote bags.
- "PINK RIBBON LOTTERY SHEETS" were created to use in each league. Every time a bowler got a strike or spare, they could buy a "ribbon" on the lottery sheet for \$1.00. When the sheet was full, one bowler would win half the



money collected with the other half going into the collection pot. This generated \$550 in a few weeks time and nobody seemed to mind shelling out a few extra dollars. Some of the winners even donated their share back to the fundraiser!

All together, Westlock Bowl raised **\$23,646 for Knockdown Cancer in 2012...** fully 3.3 times higher than the next highest contribution in the national Campaign.

They say it was easier getting the community enthused in year 2 (2013). All were anxious and ready to start before Christmas. But one had to wonder if that amount could ever be beaten by one single bowling centre. Well, we should have known.... if anyone was going to beat that record it would be the Westlock Bowl community itself...

And sure enough they did, this year raking in an incredible and **inspiring donation of \$25,050!**

Bringing their 2 year total to \$48,696 raised for the Canadian Cancer Society.

Congratulations to the fundraising extraordinaires from Westlock Bowl in Westlock, AB.... our 2013 President's Award Recipients...



Garth & Carolyn Kholsmith