



International Bowling Federation and Professional Bowlers Association strike strategic alliance

LAUSANNE, Switzerland April 16, 2021 – International Bowling Federation (IBF), the global governing body for the sport of Tenpin, Ninepin and Para Bowling and the Professional Bowlers Association (PBA), the world’s preeminent organization dedicated to the sport of bowling and its professional competition are excited to announce they have entered into a new long-term agreement.

IBF and PBA have agreed to a long-term partnership aimed at driving the global profile of the sport of bowling and to increase participation worldwide. The partnership sees the flagship brand of bowling, the PBA, join forces with the international governing body representing 114-member federations across five continental zones.

In September 2019, Bowlero Corp, the world’s largest owner and operator of bowling centers, purchased the PBA establishing itself as the first media company in the sport, dedicated to growing and enhancing the PBA experience. Bowlero Corp has continued with all of the PBA’s scheduled tournaments and programming and has developed plans to build upon key PBA initiatives including its groundbreaking FOX Sports partnership.

This new IBF and PBA partnership will be structured against key initiatives launched by IBF at its virtual Congress held in November 2020.

The first initiative will be the establishment of a clear and coherent global portfolio for the sports elite with both PBA and IBF collaborating to define an annual calendar of events.

The partnership will also focus on the governance and integrity of the sport with the PBA adopting the IBF Anti-Doping regulations and anti-corruption policy for match fixing.

Gender equality will be spotlighted for the administration of the sport along with the sports athletes in driving female participation in PBA and IBF elite events.

Together, IBF and PBA will utilize their world-class marketing capabilities to drive reach, revenue, and increase the relevance of the sport and its athletes across the globe.

PBA will support and engage with the newly formed IBF Academy on the best practices from coach education from grass roots to elite through to long term athletic development programmes and athlete welfare schemes.

Following IBF's commitment to the United Nations Sport for Climate Change framework the PBA will align with IBF on its sustainability and climate initiatives following the approval and certification of use with String pinspotters.

IBF CEO Andrew Oram said "It has been clear from day one that a strong alliance between the PBA and IBF will serve bowling and its athletes far better globally. The PBA under Colie Edison's leadership has shown incredible resolve with the challenges presented during the ongoing pandemic. The PBA has tremendous knowledge, history and culture that form important ingredients to take bowling to the next level globally and this partnership allows for us both to serve the global member federations and their athletes"

"Since the announcement of Bowling Evolved, IBF's global initiative, we have seen a noticeable change in how IBF can support the global visibility of the PBA and our bowlers," said Colie Edison CEO of the PBA. "This partnership allows us to now support IBF across its elite sports portfolio and bring PBA events to flagship international locations outside of the USA. This is an important partnership as we expand our athlete membership beyond USA events to provide a year-round calendar of PBA and IBF joint sanctioned events."

#bowlingeolved - PBA and IBF to lead the world of Bowling together.

About IBF

The International Bowling Federation represents member federations and bowlers from across the world. At the heart of what we do, uniting us all, is our mission to connect the world with the greatness of bowling.

Connecting further, faster, for all. Ninepin, Tenpin, academy, para, male, female, young, old; whoever you are, wherever you come from, our sport crosses cultures. Truly inclusive, united by a passion for bowling, we bring the world closer together by innovating our sport with technology and data.

Championing the best of bowling. Guardians of our sport, we show bowling at its best. By removing the complexity and barriers to play, without compromising the integrity of our sport.

IBF is the International governing body for the sport of Tenpin, Ninepin and Para Bowling representing five continental zones and 114 member federations.

IBF was recognised by the International Olympic Committee (IOC) in 1979 as the world governing body for the sport of Bowling and by the International Paralympic Committee (IPC) in 2019 for Para Bowling.

About the PBA

The Professional Bowlers Association (PBA) is the world's preeminent organization dedicated to the sport of bowling and its professional competition, with thousands of members and millions of fans throughout the world. The PBA plays host to bowling's biggest tournaments from the PBA Tour, PBA Regional Tour, and PBA50 Tour. In 2020, the PBA launched PBA Jr., a club for elite youth bowlers under the age of 17 and the PBA Pinsiders, a membership for fans of the sport. For more information, please visit [PBA.com](https://www.pba.com).