



## Bowling's Hall of Fame Introducing New Annual National Event

*Bowling's H of F Xtravaganza Gives America's Bowlers a Chance for a Vegas Vacation and \$25,000 in Prizes*



The International Bowling Museum and Hall of Fame (IBMHF) is proud to introduce an all new annual national event to the industry – Bowling's Hall of Fame Xtravaganza.

After a season from October – March when thousands of league and casual bowlers will roll in qualifying rounds in America's bowling centers, 500 finalists will each win a four day three night trip to the incredible Red Rock Resort and Red Rock Lanes bowling center in Las Vegas, where they will compete for an additional \$25,000 in cash and prizes May 31- June 3, 2012.

Partnering in the event with the IBMHF are the Bowling Proprietors' Association of America, the United States Bowling Congress, Strike Ten Entertainment, Station Casinos Lanes of Las Vegas, and industry sponsors Jack Link's Beef Jerky and Musselman's Applesauce.

"We sincerely thank Jack Link's Beef Jerky and Musselman's Applesauce in helping present this inaugural event," said Frank De Socio of Strike Ten Entertainment. "Through their generous sponsorship and support of this great industry, bowlers of all ages and skill levels will be able to have fun competing in the game they love while vying for big prizes," adding, "And the big winner will be the International Bowling Museum and Hall of Fame."

One of the primary goals of the new event was to give all bowlers, regardless of their skill level, a chance to compete in a prestigious event with significant prizes, at an entry fee anyone can afford. The entry fee for a league or casual bowler to compete in an Xtravaganza qualifier during league or casual play is only \$2. From that beginning, standings will be kept in each participating center; and house finals in the Spring will determine who will represent each center in the Las Vegas Finals.

The event will become a major fund raiser for the IBMHF in Arlington, Texas, with a portion of each finalist entry fee (paid by the bowling center) going to the Hall of Fame. The new event will also give bowling centers a great opportunity to boost business by holding qualifying events and Xtravaganza Leagues where bowlers can try to qualify every week. Former museum president and Xtravaganza committee chairman Pat Ciniello is excited about the long term plan for the new event, and what it can do for everyone involved.

"We think we have a real winner here," said Ciniello. "The Hall of Fame Xtravaganza will be a fun and exciting event for all types of bowlers, it will raise money for the museum, it will give bowling centers a new source of business, and it will be a fantastic vacation for all of us at one of the best resorts in the world when we all gather for the finals next summer at Red Rock."

The unique, non-traditional format of the event is designed to be fun and fair for all types of bowlers. It will give bowlers of all skill levels a fair chance to make the national finals. The details of the four-game format will be announced soon. Bowlers will qualify on the house level in Singles; and the National Finals will be Doubles, with a goal of 250 teams in Las Vegas. House Singles winners will pick their doubles partner from fellow house qualifiers.

Plans are also underway to bring Hall of Fame professional bowlers to the Xtravaganza finals to meet the finalists, put on exhibitions, give tips to the finalists, and serve as ambassadors for the Hall of Fame. Details of the plan for the Hall of Famers participation will be announced soon.

Bowling centers wishing to become official Xtravaganza Centers can contact BPAA for information. More details of the event, and updates on progress can be found on three websites: [www.bpaa.com](http://www.bpaa.com); [www.bowl.com](http://www.bowl.com), and [www.bowlingmuseum.com](http://www.bowlingmuseum.com).

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