



MEDIA RELEASE



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JACK ATTACK TO BOWL OVER A NEW AUDIENCE

Warnbro Bowling Club is looking to bowl over a new audience for the sport of bowls, with the introduction of a Bowls Australia-backed Jack Attack initiative.

Bowls Australia's Jack Attack product is designed to increase social participation in the sport of bowls, by filling the current gap in the market between competitive pennant play and social/bare-foot/corporate bowls.

Warnbro Bowling Club was attracted to the product's inclusive, social, fast-paced format to help boost participation numbers, by appealing to people opposed to playing in longer traditional formats and by providing a more structured competition than barefoot bowls.

Jack Attack capitalises on the success of the televised Bowls Premier League competition; closely replicating the style of play through its format and time-limits.

Competition involves teams of three, known as triples, with more players able to be registered to accommodate for busy lifestyles, and substitutions permitted in each game, with each match lasting little more than 60 minutes.

Warnbro Bowling Club hopes Jack Attack will be the catalyst for further participants trying their hand at the sport and rolling them down more often.

Jack Attack will be played regularly, over **6** weeks, commencing **2nd March 2021**

For further information, please contact:

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