

Idle Hour Lanes Designated As A 2011 Kids Bowl Free® Location

Check It Out: kidsbowlfree.com

Dear PTO President,

The students at your school can greatly benefit from our outstanding summer program, Kids Bowl Free® that will be providing fun and entertainment at NO COST for bowling to children and families from over 17,688 schools nationwide. This is an absolutely no strings attached program that is now in its third summer of providing a safe, fun recreation option for area youth.

The program is called Kids Bowl Free® and our bowling center was selected as one of 825 centers in the USA to participate. Over 17,688 public and private schools are part of this fantastic program and we are very excited to be able to offer it to our community.

Here's How It Works:

Our bowling center will provide you with one Kids Bowl Free® card per student. Parents visit the Kids Bowl Free® website using the information on the card and register their child(ren) to receive **2 free games of bowling at our center every day throughout the summer.** There is no charge for the FREE Games or the FREE Game Passes. (A \$2.00 Shoe Rental Fee May apply)

Parents simply register their child(ren) online and each week they will receive an email containing that week's coupons that they can print out and bring to our center to redeem for FREE bowling.

Spend Time Together As A Family & Stay Active This Summer Too:

This summer it's easy to earn the Presidential Active Lifestyle Award (PALA). All it takes is a nearly daily commitment to physical activity for 6 out of 8 weeks. Stick with the program and you'll earn an award in less than two months. The Presidential Active Lifestyle Award (PALA) challenge will help you add activity to your life, and reward you when you do. This challenge is for anyone, from students to seniors, but it's geared toward people who want to set themselves on the path to fitness success. Your bowling games will count towards achieving PALA. Here are the goals:

- Adults (that's anyone over 18 years old): You need to be active 30 minutes a day, at least 5 days a week, for 6 out of 8 weeks.
- Kids and teens (that's anyone between 6 and 17 years): You need to be active 60 minutes, at least 5 days a week, for 6 out of 8 weeks.

While many recreational activities are approved activities for PALA qualification, we believe many people will choose to include a bowling outing as part of their effort and the Kids Bowl Free® Program makes that fun and easy to do. Learn more at www.PresidentsChallenge.org.

Thanks! Kids Bowl Free is our way of saying thanks for past patronage and also a way to expose the sport of bowling to many new participants. *We are proud that bowling is the fastest growing High School letter sport in America!* We hope this free summer program will open children's minds to the "sport" side of bowling while offering them something to do that is fun and free.

We are very happy to have been chosen as a designated bowling center for this program and hope you will choose to distribute our program information cards or notify families at your school via email. Please call (Ron / Jim) at 570-489-7526 for more information if you'd like us to deliver Kids Bowl Free cards that you can distribute to your families. When you call don't forget to ask about our great bowling fundraisers for your PTA.

Sincerely,

Ron Salvatore / Jim Gallis: General Managers

Idle Hour Lanes

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