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MEDIA ADVISORY

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AMATEUR BOWLING STAR TO APPEAR AT USBC WOMEN'S CHAMPIONSHIPS AT SUPERBOWL LANES

WHAT: In less than three months, the Detroit area will become a bowling mecca for tens of thousands of women from across the country when the United States Bowling Congress conducts three of its major championships — the USBC Women's Championships, USBC Queens and USBC Senior Queens — beginning in April.

WHO: Amateur bowling star Shannon O'Keefe will appear at Superbowl Lanes in Canton, Mich. on Wednesday, January 23 at 4 p.m. as part of a media promotion for the Women's Championships and Queens tournament.

WHEN: **Wednesday, January 23, 4 p.m.**

WHERE: **Superbowl Lanes, 45100 Ford Road, Canton, Mich. 48187**

BACKGROUND: Beginning April 10, the first of approximately 40,000 women (approximately 8,000 teams) from throughout the country will descend upon the Superbowl Lanes in the Detroit suburb of Canton, Mich. for the Women's Championships. They will compete in five-player team, doubles and singles competition in five average divisions.

The Women's Championships, which is the national championship for women's bowling, will run for 88 consecutive days. The event will conclude on July 6.

Making its first visit to Detroit since 1953, the Women's Championships is the highlight of the bowling season for thousands of USBC women members. It's a vacation as well as the opportunity to compete in one of the sport's most prestigious tournaments.

From a convention and tourism perspective, the influx of approximately 600 bowlers plus family and friends each day is expected to provide an estimated economic boost of approximately \$40 million to the Detroit area over the course of the event.

USBC Queens and Senior Queens

The world's best women bowlers will compete for a \$200,000 prize fund and \$30,000 first prize when the United States Bowling Congress Queens is conducted April 26-30 at Superbowl Lanes and Skore Lanes in Taylor, Mich.

Competition consists of traditional qualifying and double-elimination match play which determines the five players who will compete in the stepladder finals April 30 at Skore Lanes. The finals are expected to be telecast by ESPN or ESPN2 April 30 at 7 p.m. Eastern.

The USBC Queens, along with the U.S. Women's Open are the only major women's bowling events still remaining after the Professional Women's Bowling Association (PWBA) ceased operations in 2003.

Conducted concurrently with the Queens, the 9th annual USBC Senior Queens will be held at Skore Lanes. The Senior Queens features approximately 150 of the world's top women players 50 years and older.

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