
Bowl America introduces "Rolling Rewards Plus" to encourage student achievement

Bowl America, owner and operator of 13 bowling centers in the Washington metropolitan area, has introduced "Rolling Rewards Plus," extending the company's effort to encourage students from local elementary, middle and high schools, and colleges to reach their academic potential.

Bowl America's "Rolling Rewards Plus" comes on the heels of last summer's highly successful "Rolling Rewards" program, which for the third straight year gave thousands of students a free game of bowling for every "A," "O," or equivalent grade on their final report card.

"Rolling Rewards Plus" will follow a similar procedure. Students bring their final 1998-99 school year report card (with at least one "A," "O," or equivalent grade) into any Bowl America center and fill out an "I Can Do Better" Pledge Card which confirms their commitment to work as hard as they can to improve their grades. They then will receive a "Rolling Rewards Plus" coupon book, filled with coupons for free bowling, refreshments, and other discounts.

"The extension of our 'Rolling Rewards Plus' program reconfirms the company's commitment to provide incentives for students to achieve in the classroom," said Bowl America General Manager Irv Clark. "Last year, we awarded free games to more than 20,000 students throughout the area. 'Rolling Rewards Plus' will encourage the same hard work and dedication all year round."

Students must present the *original* report card at the time of redemption at Bowl America; no photocopies or duplicates are accepted. The offer is limited to the student whose name appears on the report card and is not transferable. Students may participate at all area Bowl America centers through April 30, 2000.

For more information, call Bowl America Programs Director Jeff Dittmer at 703/941-6300.