

QUICK FACTS & TALKING POINTS

Gianna Brandolino
USBC Certified Bowler
Since 2011



Jim Brandolino
USBC Certified Bowler
Since 2011

Olivia Brandolino
USBC Certified Bowler
Since 2014

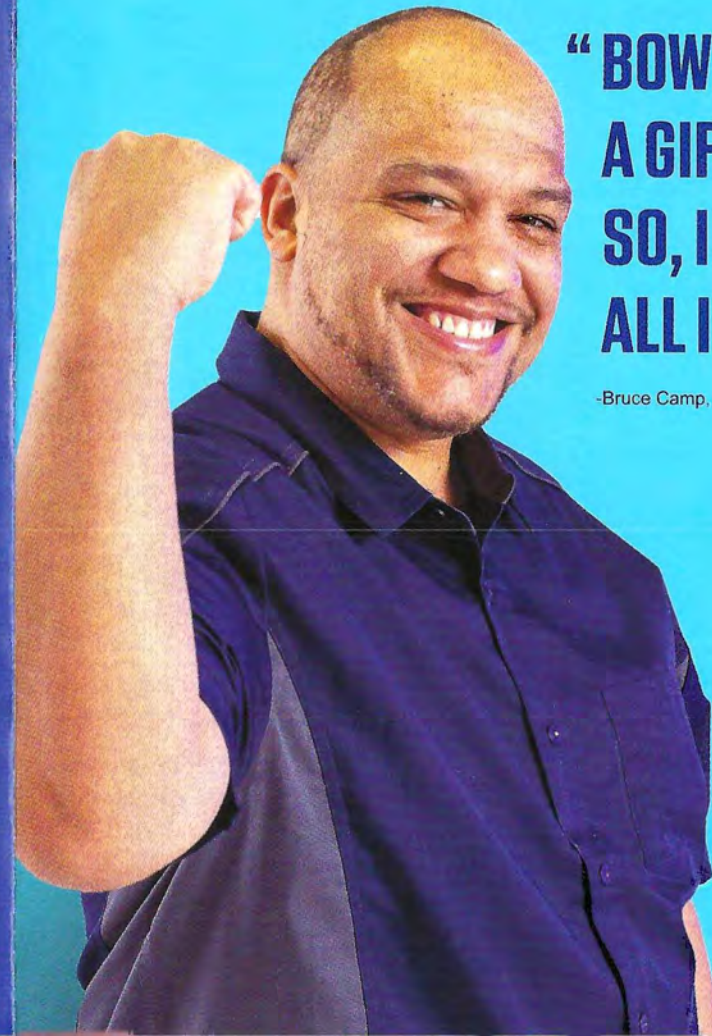
- If you're for bowling, bowling certified is for you.
- The USBC is a nonprofit organization whose sole purpose is to ensure a future for the sport, for all of us-- not just the pros.
- Yes, if you want to bowl in certified tournaments, you need to be certified—but having a certified average is not the only reason to certify.
- We all play by USBC rules and rely on USBC-certified lanes and equipment. A vote to certify is a vote for fair play.
- Did you know, USBC answers 42,000 phone calls every year, related to some aspect of fair play? That's one call every three minutes. And that's just a tiny fraction of the work we do.
- We've maintained the records for the sport going back to 1895. When you certify, you become part of bowling history. And there's no future of bowling without a past.
- USBC associations provide coaching and training and scholarships, so anyone who wants to bowl can have the opportunity. And we support league and association officials, so they can run your leagues and tournaments efficiently and support you locally.
- If you ever have an opportunity to visit the International Bowling Campus (IBC), you'll be amazed at how much is happening behind the scenes to make the future of the sport possible.
- USBC is an amazing association, with great people, doing great work on behalf of the sport. If you believe in what we do, bowl certified.

WHY I CERTIFY



**“BOWLING WAS
A GIFT TO ME.
SO, I GIVE IT
ALL I GOT.”**

-Bruce Camp, USBC Certified Bowler Since 1995



WHYICERTIFY.COM

United States Bowling Congress
621 Six Flags Drive Arlington, TX 76011

AT USBC, WE'RE FOR BOWLING. FULL STOP.



Everything we do, we do to ensure a future for the sport.

Creating and upholding the rules to maximize safety and fair play.

Inspecting and certifying the lanes, the balls, the pins, and the products that ensure an optimal experience for the greatest number of players.

Providing coaching, training, scholarships, and support so that anyone who wants to excel at bowling has the opportunity.

Covering the sport from every angle—on BowlTV, in print, and online—offering insight and visibility into how the game is played.

And making the thrill of competition possible—to the tune of 14,000 tournaments every year—certifying scores and preserving every certified bowler's place in history for generations to come.

What we do at USBC isn't easy—but it's very simple:

Every day, in literally hundreds of ways, we champion players and fair play to ensure A Future for the Sport.

And certified bowlers make it possible.
If you're for bowling, bowling certified is for you.



USBC Delegates,

We are thrilled to launch our new 2023 ad campaign, "Why I Certify," which is a joyful and full-throated celebration of bowling and the integral role certified bowlers (aka USBC Members) play in **ensuring a future for our sport**. We invited USBC-certified bowlers to speak on camera about what bowling has meant to them, and we were humbled to witness their laughter and their tears as they told us the profound role bowling has played in their lives.

The launch of this campaign marks a new day in the way we communicate about USBC membership. As the governing body for the sport, we believe membership is about something much bigger than any single benefit we could offer. It's a vote for fair play, equal access, safety, standards, and consistency. It's a statement—and a badge—of pride that says, "I love our sport and I care about its future."

That's why, in this campaign, we refer to USBC members as "Certified Bowlers." And instead of inviting bowlers to "join USBC" we invite them to "Bowl Certified," so everyone knows they are an official part of bowling's history, as well as its future.

If someone asks you why they should join USBC, you can **ask them this question in return:**

Are you for bowling? Because if you are, bowling certified is for you. Of course, the reasons to certify are many. We invite you to read our "Why I Certify" statement to better understand the breadth and scope of what USBC does to ensure a future for our sport. **We've also provided a few talking points** to help you navigate conversations with league bowlers as you **encourage them to Bowl Certified.**

To learn more about the campaign visit: [WHYICERTIFY.COM](https://www.usbc.com/WHYICERTIFY.COM)

For your support of USBC and your love of bowling, we thank you.

