

PRESS RELEASE



2011 AMF Australian Masters to form part of World Bowling Tour

Tenpin Bowling Australia Ltd and AMF Bowling are thrilled to announce that the 2011 AMF Australian Masters is to be one of only 7 events to form part of the new and exciting World Bowling Tour for 2011.

Following the success of the 2010 AMF Australian Masters last October at AMF Bowling Rooty Hill RSL in Sydney, both TBA and AMF Bowling are committed to further growth of the event with the ultimate aim of making it a truly global event. TBA CEO Cara Honeychurch commented "It has been many years since Australia hosted a significant international tournament to attract the sports finest athletes from around the world. The foundations were laid with the 2010 AMF Australian Masters and now with its inclusion into the 2011 World Bowling Tour we look forward to taking the tournament to the next level. Not only do we expect this event to create great excitement within the bowling community as we celebrate Australia's 50th National Adult Championship, it is an excellent opportunity for our local athletes to compete against the world's best in their own backyard."

The AMF Australian Masters will again be part of the TBA Adult National Championships taking place at AMF Bowling Rooty Hill RSL, following the tremendous success of the 2010 National Championships. AMF Bowling CEO Jordan Rodgers added, "Following the resounding success of the AMF Australian Masters in 2010, it is our goal to build the tournament over the coming years to become a truly world class tournament. It is my hope that we will attract more bowlers from around Australia and around the world to compete in 2011 and really put the AMF Australian Masters on the map."

The 2010 TBA Adult National Championships smashed a multitude of records including the total number of entries, participants and games bowled. "With well over a 50% increase in entries and a 40% increase in the number of bowlers attending the Nationals from 2009, it clearly made sense to host the Championships at AMF Bowling Rooty Hill RSL again in 2011", Honeychurch further added. Despite the same location, the international calendar has resulted in a change to the order of events for the 2011 Adult National Championships that will commence on Saturday 8th October. The Seniors Cup and Seniors Challenge will be the highlight of the opening week. The second week of the Championships will see the Walter Rachuig Trophy and the AMF Australian Masters take centre stage with the final on October 22nd 2011, and the third week will be dedicated to the National Restricted Teams Challenge and Restricted Cup. The Championships will draw to a close on 29th October 2011.

Further details regarding the Championships will be released in coming weeks.