

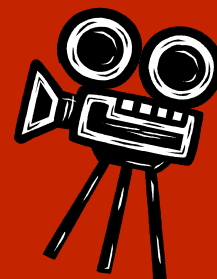


benefiting Junior Achievement of Middle Tennessee

Lights! Camera! Action! We are walking the red carpet to the 2010 Bowl-a-Thon. Gather your entourage for a fun-filled day at the lanes! Build camaraderie with your coworkers, get competitive with your friends, and entertain your family...all while supporting a great cause. You don't have to be a great bowler, you just have to want to have fun!

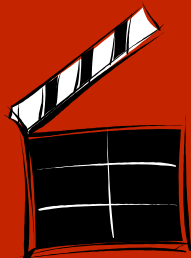
The red carpet rolls out March, 2010!

**Get your group or organization involved by contacting:
Laura Lovell, JA Special Events Manager
615-627-1183 or laural@janash.com**



**What is Junior Achievement?
Junior Achievement is the world's largest organization dedicated to educating children about business, economics, and free enterprise.**

More than 28,000 students in 18 Middle Tennessee counties will receive valuable JA programming this school year. This is only possible because of community commitment to equip tomorrow's leaders with the knowledge and skills they need for success.



With JA, no one's too young to experience their first year in business.

**Visit us on the web :
www.janash.com/bowlathon**

How does the Bowl-a-Thon work?

- **A coordinator for your organization serves as JA's main contact; this coordinator recruits Team Captains, who in turn recruit bowlers.**
- **Bowlers organize into teams of five...friends, family members, co-workers...all are welcome!**
- **The participating company or the individual bowlers pay a \$10 registration fee for each bowler (\$50 per team) to cover the cost of bowling two games, shoe rental, and event T-Shirt.**
- **Each team has a goal of \$625 (\$125 per bowler).**
- **Bowlers raise money by asking friends, family and co-workers to make a pledge JA provides bowler packets that are full of fundraising ideas and information to make this an easy goal to attain.**
- **Bowlers head out to the lanes and have a great time on Hollywood Bowl-a-Vard! We'll have prizes, contests, and FUN!**