



PORT COQUITLAM BOWL GOES FOR FUNDRAISING GOLD ...and supports Variety – The Children's Charity

Burnaby, BC (March 1, 2010) - The 2010 Olympic Games may have come to an end but for all those bowlers out there, there is still time to enjoy some of the athletics the Lower Mainland has to offer. And if fundraising and bowling were Olympic events, Port Coquitlam Bowl would certainly be a contender for gold. Port Coquitlam Bowl has been involved in the BC Bowls for Kids Campaign benefiting *Variety – The Children's Charity*, since the program's inception 24 years ago. Over the years, the bowling centre has raised over \$150,000 for children in BC who have special needs through a multitude of fundraising initiatives.

BC Bowls for Kids raises money through league and individual bowlers who fundraise by collecting pledges. Port Coquitlam Bowl has become a champion fundraiser by implementing other ways to compliment the program. Through penny drives, 50/50s, craft and book fairs, pub days and more, they have become one of the top bowling centres in the province when it comes to fundraising for *Variety*. Last year they introduced the 50 Week Challenge. Bowlers donated \$2 a week for 50 weeks. At 67 participants, they raised an incredible \$6,700! The Tuesday Night Bowlers are big supporters – one bowler has raised an incredible \$12,000 over the last eight years.

Brian Madaski, owner of Port Coquitlam Bowl, is a very generous and community oriented businessman, says manger Karen Fuessel. Giving back and helping others is very important to him and he has inspired his staff and patrons to follow suit. A family run business that has been passed down the family tree, Madaski's grandmother ran the centre before handing the reigns over to Madaski's father. Now Brian himself runs Port Coquitlam Bowl, which has been in business for 60 years.

So why focus their fundraising on Variety? "There are lots of kids in need and you always know someone who has been helped," says Fuessel. "Some of our bowlers' grandkids have received assistance and seniors play a huge role in the fundraising that happens at our centre." Port Coquitlam Bowl also has a children's league in which a number of participants have special needs so their bowlers are even more aware.

Fundraising for Variety is still in full swing at Port Coquitlam Bowl so it is not too late to bowl for the kids and benefit Variety. If bowling isn't your thing, Fuessel is planning another pub night to take place in the coming months. She is currently looking for prizes from local businesses. If your business would like to be involved, contact her at 604.942.5244 for more information.

For more information on Variety and the BC Bowls for Kids program and how you can get involved visit www.variety.bc.ca/bcbowls.htm.

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