



Stride n Strike set to wrap up end of May

Following the successful attainment of funding last year, Tenpin Bowling Victoria has enjoyed the support of Vic Health in an initiative designed to reward people who increase their activity levels.

Stride n Strike as it was termed rewarded people who walking to the participating centres with a half price game. Centres that were part of this trial innovation project were chosen in part due to their geographical location and local populations;

- AMF Frankston
- AMF Moorabbin
- AMF Forest Hills
- Oz Tenpin Geelong
- Oz Tenpin Ballarat
- Wyncity Morwell

Wyncity unfortunately withdrew from the project when renovations meant they would be closed for majority of the initiative. Each of the remaining centres had specifically tailored marketing plans, including promotional activities relevant to their local market, created for implementation from January to May this year.

Activities included;

- flyer distribution to local residents and businesses (including gym's and hotels)
- advertisements in local papers including The Leader and Courier
- promotion via the Premier's Active April channels including an email to 90,000 Victorians
- secret shoppers, online presence, geo-targeted Facebook ads, and handing out flyers at local events, a shopping centre and train station.

Results from the project will be shared online in the coming months, but those wishing to experience Stride n Strike should walk quickly to these centres as the discount will only be on offer until the end of May 2017.

OFFER ENDS 31 MAY

**GET 50% OFF
YOUR NEXT GAME AT
AMF FRANKSTON**

Stride to your local tenpin bowling centre and
Strike it lucky with a discounted game!

Follow these three easy steps...

1. Download the Moves app to track your **STRIDE** to the tenpin bowling centre
2. On arrival, show the staff your Moves app proving your walk distance, a minimum of 500m
3. Complete the Registration form to enjoy a discount then **STRIKE** it lucky!

 VicHealth™
INNOVATION INITIATIVE



AMF Frankston
228 Cranbourne Road, Frankston

Image: Sample flyer for Frankston's Stride n Strike.

Other registered tenpin bowling associations or centres interested in initiatives like this are encouraged to contact TBAV/TBA's Sport Development and Programs Leader, Emily Rennes on Emily.rennes@tenpin.org.au or 0468645431.

Find out more about Stride n Strike on the TBA website; <http://tenpin.org.au/index.php?id=1413>

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