



For Immediate Release

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Chinook Bowladrome fights back against cancer in the First Annual KNOCKDOWN CANCER Campaign!

CALGARY ALBERTA

Chinook Bowladrome is teaming up with select bowling centres across the country as the Canadian bowling community gets into the fight for life and fights back against cancer.

Bowling centres are an important part of every community across Canada, and are a hub of activity catering to ALL demographics. Roughly 900,000 Canadians go bowling every week, and nearly all of them have been touched by cancer to one extent or another. The Knockdown Cancer campaign aims to bring awareness of cancer and cancer prevention to our communities and to encourage everyone to join the fight for life.

Throughout the month of January, *Chinook Bowladrome* will be donating 25 cents from every paid shoe rental to the Canadian Cancer Society in the First Annual KNOCKDOWN CANCER Campaign. *Chinook Bowladrome* will be joined by roughly 80 other participating Bowl Canada member centres as the industry steps up in the fight for life.

Additionally, *Chinook Bowladrome* will be doing daily and weekly prize give-aways along with other events to raise funds for this incredible cause. Also, we have pledge forms for anyone wishing to go out and raise monies for this event. The top fund raiser will receive a special prize.

At *Chinook Bowladrome* we'll be kicking off our Knockdown Cancer Campaign in style with a silent auction. This event will kick off on Monday Jan 9 2012.

Funds raised at *Chinook Bowladrome* will be donated to the **CANADIAN CANCER SOCIETY** in support of lifesaving cancer research. *Chinook Bowladrome* invites everyone to join the fight for life and fight back against cancer. Visit us in January and help us maximize our donation and **KNOCKDOWN CANCER!**

For information on *Chinook Bowladrome* visit www.chinookbowl.com

For information on Bowl Canada and the Knockdown Cancer Campaign visit www.bowlcanada.ca.

For information on the Canadian Cancer Society visit www.cancer.ca.

