

Press release

SHEIKH TALAL M. AL-SABAH TO LEAD WORLD BOWLING

ABU DHABI, December 16th, 2015 - Following yesterday's biannual World Bowling Congress in Abu Dhabi, Sheikh Talal Mohammed Al – Sabah of Kuwait has taken his place as the President of World Bowling. Sheikh Talal has been involved in the sport for over 30 years, both as a coach and a player and he will remain as the President of the Asian Bowling Federation, a position that he has held for the previous eleven years. Sheikh Talal is to replace Kevin Dornberger in the position, whilst Dornberger will remain an active administrative leader for the sport.

Sheikh Talal and Dornberger reached an agreement over the head positions in the organization a month prior to the Congress and hence no election took place. A letter written by both parties detailing the change in leadership was sent out to all National Federations prior to the Congress stating that a united approach would be taken to achieve growth in the sport. The letter stated "Over the past several months we have had discussions regarding the best way to forge a path for the greatness of our sport and our organization. We agree completely that the entire bowling community must become united in our efforts: zones, federations and the bowling industry. We could only achieve our maximum potential by combining and targeting our resources on our primary goals."

Further detailed in the agreement was the new leadership's intention to make the sport more appealing to youth, increasing its television coverage and spectator appeal, actively soliciting commercial sponsors and building on the public's perception of bowling's elite athletes.

For further information on World Bowling please contact:

World Bowling

Megan Tidbury, PR & Marketing Director

Avenue de Rhodanie 54

1007 Lausanne

Switzerland

Telephone: +41 78 830 3651; Email: megan@worldbowling.org