



SPECIAL BULLETIN



For Immediate Action.....

With just 25 days to go, the Pan Am Games are nearly here and with them the biggest multi-sport event this country has ever seen. The excitement is building as the Torch continues to travel across Ontario and Canada, but before it arrives back in Toronto to signal the beginning of the Games, we still have work to do.

To date, we have sold more than 450,000 tickets to the Games. However, our market research indicates that most ticket purchasers are waiting until just weeks before the Games to purchase their tickets. That's why the next 30 days are so important for ensuring full venues and enthusiastic crowds across our Games Footprint.

As a Provincial Sports Organization, the O5PBA has been asked to assist in the sale of tickets by reaching out to our networks. The organizers of the games have offered a special financial incentive for each ticket we help to sell. We get \$1 a ticket for the first 100 tickets sold through us, then \$1.50 for the next 1000 tickets, then \$2.00 for the next 1000 tickets.

TO2015 have supplied us with a special "trackable" link to our sports page on Ticketmaster. All purchases made through this link will be logged and monitored online.

*To that end, we would like to enlist your help reaching out to all of the bowlers in your Zones and D.C's via your Websites, Facebook, email. Please get this information out to your bowlers as soon as possible, before they decide to purchase tickets to any of the events. **This incentive applies to all event tickets sold, not just 10 pin bowling even though it mentions bowling in the link.***

The link is:

http://www.ticketmaster.ca/artist/1515451?brand=to2015enca&lang=en-ca&camefrom=CFC_TORONTO2015_BOWON
