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## **News Story**

### **Bowling museum partners with Sports Museum of America**

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The International Bowling Museum and Hall of Fame has announced a partnership with the Sports Museum of America. The IBM/HF now joins more than 50 single-sport halls of fame, national governing bodies, museums and other sports organizations across North America as a founding sports partner of the Sports Museum of America, [www.sportsmuseum.com](http://www.sportsmuseum.com).

Scheduled to open in New York City in May, the Sports Museum of America will be the nation's only museum to celebrate all sports under one roof. Filled with original films, state-of-the-art interactives and an iconic collection of memorabilia, SMA will richly showcase the history, grandeur and significance of sports in American culture through great sports' stories of courage, education and triumph.



This exciting new partnership will introduce a broad new audience to the thrills of bowling.

"From the Dutch in New York in the early 1600s to the present, bowling has been part of Americana," said Jerry Baltz, executive director of the International Bowling Museum, "and with over 100 million people across the globe bowling either in organized leagues or recreationally it's today one of the largest participation sports in the world. We're delighted to be a partner of the Sports Museum of America, located just a stone's throw from Manhattan's famed Bowling Green, and invite its visitors to come see our facility in St. Louis, Missouri."

"The Sports Museum of America is extremely pleased to have the International Bowling Museum and Hall of Fame join our more than 50 exclusive sports partner organizations to create the first comprehensive museum of sports," says Founder and CEO Philip Schwalb. "We're particularly excited because of the special place that bowling holds in the hearts and minds of American sports enthusiasts. SMA looks forward to sharing bowling's tremendous legacy with our millions of visitors. We'll also excite our fans about the International Bowling Museum and Hall of Fame in St. Louis and encourage them to visit there for the ultimate celebration of bowling."

Under the terms of the partnership, the International Bowling Museum and Hall of Fame will provide historical materials pertaining to the history of bowling and of interest to the projected one million worldwide annual visitors to SMA. Likewise, joint-marketing efforts will be undertaken by both partners, and SMA will make an annual donation to support the International Bowling Museum and Hall of Fame.

SMA is widely anticipated to be a vibrant new addition to the redevelopment of Lower Manhattan by significantly increasing commercial and tourist activity in the area.