

FOR IMMEDIATE RELEASE

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ILLINOIS STATE BPA/MILLER LITE TO HOST PBA SENIOR TOUR

LINCOLNWOOD, IL -- For the third consecutive year, the Illinois State Bowling Proprietors Association is bringing the professional senior bowlers to the state.

More than 150 of the top senior professionals will compete in the PBA Senior Miller Lite Knockout Classic on August 15-18 at Town and Country Lanes in Joliet. For the past two years, ISBPA was presenting sponsor of the PBA Ladies and Legends events at The Cherry Bowl in Rockford.

Along with a change in venue comes a change in tournament format. All entrants will roll a pair of eight game blocks on August 16-17 at 9 a.m. and 4 p.m.. After 16 games, the field will be narrowed for Knockout Match Play (48 finalists with 144 or more entries) on Tuesday, August 18.

Four bowlers will be placed on a pair of lanes for a three-game set, with the bottom two scores being knocked out of the tournament. Higher seeds will receive as many as four byes in Match Play, with the Knockout being used to determine the top four bowlers who will compete in single-game matches to declare a champion.

“We’re really excited about the Knockout format,” said ISBPA Executive Director Bill Duff. “The format will be a new twist on the PBA Senior schedule, and allow more players to cash in the tournament.”

For the second straight year, MillerCoors will act as title sponsor of an ISBPA Senior event, utilizing their Miller Lite brand.



“MillerCoors is delighted to continue our relationship with the ISBPA,” said Brian Pesch, Chain Account Executive. “Our partnership with ISBPA and the PBA further enhances our brand positioning in bowling.”

ISBPA has also planned Pro-Ams in conjunction with the Knockout Classic on August 15. Brunswick, which is the sponsor of the Pro Ams, will present a Pro Staff Clinic for all bowlers on Pro Am day.

“The Illinois State BPA has made a commitment to the promotion and growth of bowling throughout the state,” said Duff. “Our presentation of the sports top Senior players reiterates our commitment to the overall growth of bowling at all age and ability levels.”

About ISBPA

The Illinois State BPA is a co-operative non-profit membership association of bowling establishments throughout the state of Illinois, and performs a variety of operating, management, promotional and technical services for member establishments and local affiliated associations. For more information, visit www.bowlillinois.com.

About MillerCoors

Built on a foundation of great beer brands and more than 288 years of brewing heritage, MillerCoors continues the commitment of its founders to brew the highest quality beers. MillerCoors is the second largest beer company in America, capturing nearly 30 percent of U.S. beer sales. Led by two of the best-selling beers in the industry, MillerCoors has a broad portfolio of highly complementary brands across every major industry segment. Miller Lite is the great tasting beer that established the American light beer category in 1975, and Coors Light is the brand that introduced consumers to refreshment as cold as the Rockies. MillerCoors brews full-calorie beers Coors Banquet and Miller Genuine Draft; and economy brands Miller High Life and Keystone Light. The company also imports Peroni, Pilsner Urquell and Molson Canadian and offers innovative products such as Miller Chill and the Sparks line of caffeinated alcohol beverages. MillerCoors features craft brews from the Jacob Leinenkugel Company, Blue Moon Brewing Company and the Blitz-Weinhard Brewing Company. MillerCoors operates eight major breweries in the U.S., as well as the Leinenkugel's craft brewery in Chippewa Falls, WI and two microbreweries, the Leinenkugel's 10th Street Brewery in Milwaukee and the Blue Moon Brewing Company at Coors Field in Denver. MillerCoors vision is to become the best beer company in America by driving profitable industry growth. MillerCoors insists on building its brands the right way through brewing quality, responsible marketing and environmental and community impact. MillerCoors is a joint venture of SABMiller plc and Molson Coors Brewing Company.