

Valcke Bowling Joins Bowl4Life as a Sponsor



Photo: Henri Valcke, CEO of Valcke Bowling, together with Bowl4Life founder Chuck Gardner.

Investing in the future of bowling has always been part of Valcke Bowling's mission. That is why we are proud to announce our partnership with the Bowl4Life Foundation as a Sponsor.

Founded in 2013 by industry veteran Chuck Gardner, Bowl4Life is a non-profit organization dedicated to growing the sport by helping young bowlers pursue higher education through scholarships. Since its creation, the foundation has awarded more than \$831,000 in scholarships, with an ambitious goal of reaching \$1 million by the end of 2026. What makes Bowl4Life unique is its commitment that 100% of all sponsorship contributions are directed toward scholarships, ensuring every dollar invested supports the next generation of bowlers.

For Valcke Bowling, this partnership goes beyond sponsorship. Across Europe, we work every day to help bowling centers grow, modernize, and create memorable experiences. Supporting Bowl4Life allows us to contribute to another essential part of our industry: its future athletes, coaches, and ambassadors.

"At Valcke Bowling, we believe that the future of bowling depends on investing in young people," said Henri Valcke, CEO of Valcke Bowling. "The work Chuck Gardner and the Bowl4Life Foundation have accomplished over the past decade is truly inspiring. We are proud to stand alongside them and help remove financial barriers for young bowlers who combine a passion for our sport with a commitment to education."

Unlike many scholarship programs, Bowl4Life recognizes young people not only for their bowling achievements but also for their character, leadership, community involvement, and dedication to the sport. This philosophy perfectly reflects the values that continue to strengthen the global bowling community.

As a Sponsor, Valcke Bowling is honored to support Bowl4Life's mission and its #ChasingAMillion campaign. Together with Chuck Gardner, the Foundation's many volunteers, and its growing family of sponsors, we look forward to helping even more young bowlers build their future—both on and off the lanes.

We are proud to be part of this journey.

