



The World Games
2022 BIRMINGHAM, USA



**INTERNATIONAL
BOWLING
FEDERATION**

QubicaAMF Edge String to drive sustainability initiatives of the International Bowling Federation at The World Games 2022 Birmingham, USA

LAUSANNE, Switzerland March 26, 2021 – The Birmingham–Jefferson Convention Complex (BJCC) located in Birmingham, Alabama will play host to bowling during The World Games 2022.

The World Games is an 11-day sports celebration held in the year following the Summer Olympic Games. The Games represents the highest level of competition for more than 3,600 international athletes and 30+ unique sports.

At the pinnacle of sports and entertainment, Birmingham, Alabama takes center stage July 7-17, 2022 to host The World Games.

The Birmingham Organizing Committee has established a Sustainability Task Group to develop and provide direction regarding achievable goals for The World Games 2022. The working committee includes local representatives who serve in “green” initiatives for their respective Birmingham organizations.

As part of International Bowling Federation (IBF) commitment to the United Nations Sports for Climate Action Framework and its ongoing efforts to promote bowling as one of the world’s most environmentally friendly sports, QubicaAMF, IBF’s global bowling equipment supplier, will install its new Edge String technology within the BJCC.

The Sports for Climate Action initiative calls on sporting organisations to acknowledge the contribution of the sports sector to climate change and our responsibility to strive towards climate neutrality for a safer planet.

IBF CEO, Andrew Oram said: “Our partnership with QubicaAMF allows us to be more dynamic and supportive to the hosts of multi-sport games. The World Games Birmingham 2022 have embraced the versatility and opportunity for bowling facilities to be installed in any location. It is not just about the ease of installation it is further enhanced via Edge String technology allowing bowling to be more sustainable environmentally and economically”.

IOC Olympic Movement Sustainability Senior Manager, Julie Duffus said: “The IOC is proud to be working with IBF on the Sports for Climate Action Framework to tackle the climate emergency that we face today. Sport has a unique power to bring people together, and tackling the challenges posed by climate change requires large scale collective effort. The Framework provides sport with the perfect opportunity to harness this power and help the world address these challenges. The IOC will work hand in hand with IBF, and other sport organisations, to define how sport will address, reduce and adapt to our ever changing climate”.

“Sustainability has always been one of the core values of The World Games, and we have never required the host cities to build new venues for the Games. Now more than ever it is time to act for the environment, and of course we at The World Games want to be doing our share. We are happy and proud of the initiative of the IBF to install its new Edge String technology within the BJCC,” says IWGA CEO Joachim Gossow.

QubicaAMF CEO, Emanuele Govoni said: “As a partner of IBF, we are excited to continue our support to the UN Sports for Climate Action Framework. Through our advanced EDGE String pinspotter technology, we are delivering an economically and environmentally friendly impact through a combination of factors including being energy efficient, reduced power consumption and the need for fewer spare parts. In addition, the dependency of bowling centers being within the vicinity of multi-sport hosts is removed as Edge String can adapt easily to elite temporary infrastructures demand, such as the BJCC. This will allow IBF to ensure bowling is included in the most important future multi-sport games more than ever before, to elevate bowling on the international stage for sports”

About IBF

The International Bowling Federation represents member federations and bowlers from across the world. At the heart of what we do, uniting us all, is our mission to connect the world with the greatness of bowling.

Connecting further, faster, for all. Ninepin, Tenpin, academy, para, male, female, young, old; whoever you are, wherever you come from, our sport crosses cultures. Truly inclusive, united by a passion for bowling, we bring the world closer together by innovating our sport with technology and data.

Championing the best of bowling. Guardians of our sport, we show bowling at its best. By removing the complexity and barriers to play, without compromising the integrity of our sport. IBF is the International governing body for the sport of Tenpin, Ninepin and Para Bowling representing five continental zones and 114 member federations.

IBF was recognised by the International Olympic Committee (IOC) in 1979 as the world governing body for the sport of Bowling and by the International Paralympic Committee (IPC) in 2019 for Para Bowling.

To learn more www.bowling.sport

About QubicaAMF Worldwide

QubicaAMF is the largest and most innovative bowling equipment provider in the world with 600 employees worldwide. We build and modernize more bowling entertainment centers than any other company in the industry and have an installed base of more than 13,000 centers in 90 countries. The company has a sales and distribution network with worldwide reach and maintains the largest R&D team for electro-mechanical products, software, electronics and entertainment systems in the industry.

QubicaAMF has over 100 years of experience and can provide the perfect combination of bowling equipment, products and services for new or existing bowling entertainment centers, FECs, Cinemas or any other facility in the hospitality, retail or restaurant industry.

Our ongoing mission is *Making Bowling Amazing*. We are convinced that bowling has so much more potential to attract and entertain even more people. With our products, we will help our customers fully unleash that potential.

The company has U.S. headquarters in Richmond, Virginia and European headquarters in Bologna, Italy. To learn more visit www.qubicamf.com.