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## BOWLING

# Fiesta Bowling party 'too good to pass up' for ex-Card Thieneman

When the University of Louisville football team started winning regularly this season, the bowl scouts began courting the Cards to go "bowling," as some fans and sportscasters put it.

The play on words was not lost on Chris Thieneman, who does promotional work for his father's bowling centers, Pro Bowl I and Pro Bowl II.

Thieneman, a former U of L lineman, man designed and began selling a sweatshirt that incorporates the two sports. His father's bowling centers decided to give away two U of L package trips to the Fiesta Bowl on New Year's Day. And radio station WRKA-FM and U of L football officials are helping put on a Fiesta Bowling party at Pro Bowl II.

"It was a natural," said Thieneman, who graduated from U of L in 1988 and is working on a master's degree in marketing at Bellarmine College. "Everybody was saying, 'The Cards are going bowling.' It was just too good to pass up."

"Bowling has always been kind of weak in marketing. I really wanted to run with this thing."

Thieneman's focus is the party from 1 to 5 p.m. Dec. 22 at Pro Bowl II, where current and former U of L players will sign autographs and may toss a few frames with fans. WRKA will broadcast from the site, and U of L head coach Howard Schnellenberger is scheduled to draw the name of the trip winner about 5 o'clock.

But there's a catch. The person whose name is drawn must toss a strike to win the trip for two.

"That should really build up some excitement for it, rather than just drawing out a name," even furthering the idea of going "bowling," Thieneman said.

People can sign up at either of the Pro Bowls for the drawing with no purchase necessary. In addition, both bowling centers will run special Fiesta Bowling promotions in the weeks before the party, such as offering open bowlers a chance to win additional entries into the drawing.

And both centers are selling Thieneman's unique sweatshirt,



**UP YOUR ALLEY**  
JIM KIRCHNER

which features a pipe-smoking Cardinal rolling a football down a field that looks like a bowling lane. At one end, nine pins are flying (representing each victory for the 8-1-1 Cards) but the 10-pin (the 10th win) still stands.

"All the elements of bowling and U of L's season just fit perfectly," Thieneman said. "Howard loved it."

"The high quality of the stuff and the sort of creative approach caught our attention," said Ron Steiner, administrative assistant to Schnellenberger, who said the coach was "pleasantly surprised" by the effort. U of L licensed the shirt, which sells for \$18 at the Pro Bowls and \$20 at U of L souvenir stands.

"It means a lot to the coach" to have a former player come up with the idea, Steiner said.

Thieneman said his efforts haven't been easy, especially meeting the stringent requirements of Fiesta Bowl officials to get approval for the sweatshirt.

It was much easier to get former teammates Jay Gruden, Ed Rubbert and Deon Booker to appear at the party and do a comical radio spot with him, mocking a confused Schnellenberger about going bowling.

The entire effort "is going to do a lot to promote the sport," Thieneman said. "Not just Pro Bowl, all of bowling."

■ Entries are being taken for the 12th annual Bud Light Bradley Open bowling tournament Jan. 5-6 at Collins Bowling Centers-Southland in Lexington. Offering a \$3,000 first prize and an entry into the 1991 ABC Bud Light Masters at Toledo, Ohio, in May, the tournament usually attracts dozens of top bowlers from several states.

The entry fee is \$125. For more information, call the bowling center at (606) 277-5746.

# Fiesta Bowling Party with Chris Thieneman Dec 09 1990 U of L

