



FOR IMMEDIATE RELEASE

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ARTemis Sponsors Two Women Professional Bowlers National Organization Advocating for Women in the Arts Expands into Women's Sports with Yearlong Commitment

PORTLAND, OREGON – April 18, 2018. [ARTemis Arts](#), the Portland, Oregon-based advocacy group for women in the arts announces a yearlong sponsorship of two [Professional Women's Bowling Association](#) (PWBA) favorites Lindsay Boomershine and Elysia Current. With this partnership, ARTemis will reach beyond artistic circles and into the world of athletics, where women still seek equity and full inclusion.

ARTemis' sponsorship begins as these athletes embark on a [14-stop national tour](#), beginning with the PWBA Las Vegas Open, April 26-28. As part of this partnership, Boomershine and Current will hold ARTemis gatherings at stops across the United States, where they will share the ARTemis mission with fans, and discuss their personal journeys as women in a male-dominated sport.

Grounded in the stalwart support of women artists, with this alliance ARTemis supports equity for women and full inclusion in the field of professional women's bowling. By sponsoring Boomershine and Current, ARTemis financially and tactically works to improve the bowlers' careers, advance women in the sport and expand the mission of ARTemis to a national stage. [Learn more here.](#)



[PHOTO GALLERY HERE](#)

(more)

LINDSAY BOOMERSHINE statement:

I'm elated to bring a different demographic to the sport of Professional Women's Bowling in conjunction with ARTemis. I think this partnership brings two worlds together that are indirectly connected by strong, powerful and successful women. I look forward in creating a synergy between women's sports and the arts. The sport of bowling is truly an art in itself. Even if you don't participate in the sport of bowling this is a gateway that piques interest at many levels between ARTemis and PWBA.

Professional Women's Bowling Association relaunched in 2015 after being on a hiatus since 2004. This was devastating to us as professional women athletes. The relaunch has created hope, excitement, and possibly of dreams coming true. Being a professional woman bowler is a unique and fascinating profession and we hope that we have the opportunity to compete for many more years to come. The PWBA wouldn't be possible without every sponsor that has supported the 2015 PWBA relaunch, and new sponsors like ARTemis. If we didn't have wonderful people and sponsors believing in the women's bowling, Elysia and I couldn't be out here today pursuing our dreams. That's why I am extremely grateful for this opportunity to bring PWBA into the world of ARTemis, and ARTemis in the world of Professional Women's Bowling.

ELISIA CURRENT statement:

I have always thought of bowling as much more than a sport. This partnership with ARTemis is an illustration that bowling, specifically women's bowling, is an art form as well. Bowling is poetry in motion. Poetry in motion is defined by someone who moves in a way that is very graceful or beautiful. That's what you'll see as a spectator in the Professional Women's Bowling Association (PWBA) touring members on tour.

When the PWBA folded after the 2003-04 tour, women's bowling became pretty much non-existent. We were silenced as bowlers and athletes, those of us still in school (high school or college) had nothing to look forward to or goals to achieve in our chosen sport. In 2015, twelve years later, the PWBA came back. Beginning in April, we are proud to begin our fourth touring season which is led by a strong, female tournament Director of Operations Tennelle Milligan.

As professional women athletes we are no longer silenced and work to put our sport back in the spotlight where it deserves to be. I believe with the help of our members, PWBA, our fans, our sponsors, and now ARTemis entering the women's bowling world, we can all work together to retain a reinvigorated PWBA. Stronger than ever, the PWBA women athletes will be the role models for generations of young female bowlers to look up to and showcase a profession to strive toward. We aim to bring equality to our sport with sponsorships, earnings, national TV time slots just as the men of the Professional Bowling Association (PBA) have enjoyed for many of years. We plan to demonstrate that skirts are just as powerful as pants. Watch out world, the women of the PWBA bowl fearless!

"Women in sports share many of the same struggles as women in the arts," said **Sam Hull, ARTemis founder**. "We're honored to support Lindsay and Elysia throughout their tour, and know that their stories will resonate with fans, and further the ARTemis mission to support creative and competitive women everywhere."

LINDSAY BOOMERSHINE

Hailing from Perry, Utah, this is Boomershine's fourth year with the PWBA. Boomershine is sponsored by Storm, Turbo, High 5 Gear (Brand Manager), and ARTemis.

BOWLING ACCOLADES: Three-time USBC Women's Championships Titlist (2012 Scratch All-Events, 2012 Scratch Doubles, 2012 Diamond Doubles with Elysia Current); Four-time NTCA All-American (Nebraska, 2004-2008); NTCA Player of the Year (Nebraska, 2005-06); NCAA Women's National Champion member (Nebraska, 2005); NTCA Rookie of the Year (Nebraska, 2004-05).

SOCIAL MEDIA: [Facebook](#), [Twitter](#), [Instagram](#). #Bowlfearless #Bowlingisart

ELYSIA CURRENT

Hailing from Ephrata, Pennsylvania, this is Current's fourth year with the PWBA. Current is sponsored by Roto Grip, Turbo, High 5 Gear, BowlerX.com, Dexter and ARTemis. Current was the Head Coach for Women's Bowling at Delaware State University (2012-16) and is currently a Product Specialist for Dexter on the East Coast.

BOWLING ACCOLADES: PWBA Title: 2015 Storm Sacramento Open, Citrus Heights, California; Team USA/Junior Team USA (2005, 2006); Two-time USBC Women's Championships titlist (2012 Scratch Doubles, 2012 Diamond Doubles); Runner-up USBC Queens (2011); XBowling Intercollegiate Team Championships winner, team member (Wichita State, 2007); XBowling Intercollegiate Singles Championships winner (Wichita State, 2007); Two-time NCBCA All-American (Wichita State, 2007-08); NTCA First-Team All-American (Fairleigh Dickinson, 2004-05); IBMA Bowler of the Year (Fairleigh Dickinson, 2004); NCBCA Rookie of the Year (Fairleigh Dickinson, 2003-04).

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ABOUT ARTemis Arts

The mission of [ARTemis Arts](#) is to advance the woman artist through knowledge-building, exposure and support. The 501(c)3 non-profit organization serves self-identifying women artists across three artistic sectors: Visual Arts, Performing Arts and Literature. ARTemis works to improve conditions experienced by female arts professionals through an array of programs, educational opportunities and professional consultations. The company's focus is on the woman artist through confidence-building, ability development and promotional tools, as well as supporting women-focused creative organizations and producing entities. ARTemis believes that it is vital that women cease being the silent societal majority. An enormous challenge exists to elevate the voice of women artists of all mediums. We see vast growth potential in educating women artists and both non-artesian female and male allies about gender disparity, women's issues and interests, and the encouragement of more entertainment dollars towards women-focused and driven works. ARTemis sees and supports the work of other organizations conducting vital research on gender disparities in the arts, and those that support women artists in specific fields. For more information about ARTemis, this partnership and the upcoming PWBA tour, visit: <http://www.artemisarts.org/pwba>.

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[ARTemisArts.org](http://www.artemisarts.org)

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