

Kids Bowl Free Mobile Coupon Redemption

Step 1: The participating Kids Bowl Free family logs into their account at www.KidsBowlFree.com on their mobile device with an internet connection. If they are using a smart phone (iPhone, Droid, Blackberry, Etc.) they most likely they have a data plan that allows them access the internet. If they are using a tablet they may or may not have a data plan. If they do not have a data plan and your center doesn't have WIFI they will need to print their coupons just as they had in the past.

The customer then logs into their account on the top right hand corner of the Kids Bowl Free website using their email address & password created at the time they opened their account.

Step 2: On the customers mobile device you'll then see each kid that is registered along with their family pass members (if they've purchased one). You can then select each person who is redeeming the coupons by checking the box left of the persons name.

Step 3: Enter your bowling center PIN into the persons mobile device. Your PIN can be found at www.KidsBowlFree.com/center-report.php. You will need your center password to access this page. If you need your password please contact Nikki@KidsBowlFree.com.

Write Your PIN Here _____

After you type the PIN into the box. Press "Redeem Coupons". It will then display a message that the coupons have been redeemed for that day.

The Mobile coupon system will also track number of coupons redeemed each day in your Kids Bowl Free dashboard at www.KidsBowlFree.com/center-report.php. Again you'll need your password to review the daily redemptions.

We'll also have reports available at the end of the summer to tell you who's been the most frequent users of the coupons. At this point we'll have only mobile coupons redeemed in the report. We're working on a way for you to enter the printed coupons as well so you can track who is coming and who is not coming. This will be valuable marketing information for fall programming, etc.

Finally consumers can also add the Family Pass from the mobile device via the same secure webpage as the Kids Bowl Free website.

Early response has been great to the mobile platform and registration numbers are up as a result. Also we're betting that you'll see more traffic as people will always have their coupons available and not have to worry about forgetting them at home.

(Please print this, laminate & keep at the Front Desk for all staff members to have easy access to)

The screenshot shows the Kids Bowl Free mobile app interface. At the top, there are logos for "AS SEEN ON TV", "TODAY", "NBC NIGHTLY NEWS", "FOX NEWS", and "7 NEWS The Beaver Channel". Below these is a login form with fields for "Email" and "Password", and a "Login" button. A navigation bar contains buttons for "Get Your School Involved", "FAQ", and "Find a Bowling Center Near You". A large blue banner reads "FREE Games Of Bowling Every Day All Summer Long Valued bowling centers, schools, and other community organizations work with a super summer activity option for kids and families. Over 5.2 million kids have participated!". Below the banner is a "News" section and a "Click Your State to Get Started!" button. The main content area shows a list of coupons for "The Golden Isles Strike Zone". A coupon for "Presley Spindler · 4-15-2013" is selected. A yellow button labeled "Purchase Family Pass" is visible. Below the coupon list is a "Bowling Center PIN:" field and a "Redeem Coupons" button. The app also displays the coupon's validity period (Valid 10:00am until 6:00pm), the bowling center name (The Golden Isles Strike Zone), address (380 Millennium Blvd, Brunswick, GA 31525), and phone number ((912) 265-6600). A disclaimer at the bottom states: "Valid on 04/15/13 for 2 free games. Standard shoe rental rates apply. One coupon can be used per person per day. Can only be used when lanes are available. Do not duplicate, replicate, or alter original coupon in any manner. Coupons are validated at the center to ensure authenticity. Please call ahead to confirm lane availability and hours of acceptance. Cannot be used for group events or birthday parties."

The screenshot shows the Kids Bowl Free mobile app interface after a coupon has been redeemed. A blue banner at the top reads "1 Coupon was redeemed.". Below this is the same coupon list as in the previous screenshot, with the coupon for "Presley Spindler · 4-15-2013" now marked as redeemed. A yellow button labeled "Purchase Family Pass" is still visible. Below the coupon list, a message states: "All available coupons for today have been redeemed.". The app also displays the coupon's validity period (Valid 10:00am until 6:00pm), the bowling center name (The Golden Isles Strike Zone), address (380 Millennium Blvd, Brunswick, GA 31525), and phone number ((912) 265-6600). A disclaimer at the bottom states: "Valid on 04/15/13 for 2 free games. Standard shoe rental rates apply. One coupon can be used per person per day. Can only be used when lanes are available. Do not duplicate, replicate, or alter original coupon in any manner. Coupons are validated at the center to ensure authenticity. Please call ahead to confirm lane availability and hours of acceptance. Cannot be used for group events or birthday parties."