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**FOR IMMEDIATE RELEASE**

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**Storm Lucky Larsen Masters – The Only European PBA Tour Stop is About to Start**  
300 Worldwide Competitors Compete for 10 Days to Reach the Thrilling Livestreamed Final on  
September 1st

**Sweden**, August 2024 – 300 bowlers from over 20 countries will participate in the 6th Storm Lucky Larsen Masters, named after the renowned Swedish bowler, starting on August 23rd. With an unparalleled interest, we anticipate more than 4,800 games to be bowled to crown the best bowlers. The total prize pool is an impressive 1,310,000 SEK (approx. \$123,000), with a first-place prize of 160,000 SEK (approx. \$15,100), setting the stage for intense competition and record-breaking viewership.

Fans around the world can cheer and watch all the action as the Final will be livestreamed for free during a special show hosted by Fox Sports' Dave Ryan and Color Analyst Randy Pedersen. The livestream will begin on September 1st at 18.30 CET (12:30 p.m. ET) on the new streaming platform LaneTalk TV ([lanetalk.tv](http://lanetalk.tv)), which will be launched on the very same day.

- We have great visions to become a one-stop-shop for everything needed to host a bowling event. That will include everything from inviting players and taking care of entry fees to setup format, the roster and teams, as well as maintaining standings and live scores. Starting with this first version of LaneTalk TV, organizers are able to use their own computer to stream an event to our platform and include our premium live scoring in the stream, which can be provided either for free or behind a paywall through a pay-per-view solution, says Roberth Risberg Strindholm, CEO, LaneTalk.

World-renowned PBA bowlers and superstars like Kyle Troup, Jesper Svensson, EJ Tackett, and Anthony Simonsen will compete with the best bowlers in Europe. We expect a thrilling and action-packed tournament as they vie for the top positions. Bowlers will compete in 26 squads during the 10-day long qualification. All qualifying games will be livestreamed on [youtube.com/@stormluckylarsenmasters](https://youtube.com/@stormluckylarsenmasters).

Fans can view all the scores from the qualification at [luckylarsen.se](http://luckylarsen.se).

**About SLLM**

Storm Lucky Larsen Masters is now hosting its 6th annual European PBA tour stop. The competition runs between August 23rd and September 1st. Olympia Bowling in Helsingborg will be the host center for the event and Storm bowling is the major naming partner. More information at [luckylarsen.se](http://luckylarsen.se).

**About LaneTalk**

LaneTalk is the premier global platform for live scoring, statistics, and online bowling competitions. Since its founding in 2011, LaneTalk has connected over 1,400 bowling centers in 40 countries. The LaneTalk app, used by more than 350,000 amateur and professional bowlers, allows users to track their scores, gain insights, and compete with others worldwide. The platform's extensive statistics database contains over 650 million games. The mobile app is available on the Apple App Store and Google Play. For more information, visit [lanetalk.com](http://lanetalk.com).

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