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BOOST BINGO WINS BEST PUBLIC AFFAIRS CAMPAIGN AT PRESTIGIOUS PR WEEK AWARDS



Miles Baron, PLMR's Elin Twigg and presenter James Cordon.

The Boost Bingo campaign orchestrated by The Bingo Association (BA), which secured a reduction in bingo duty from 20% to 10% in this year's Budget, was last night announced the winner in the 'Best Public Affairs Campaign' category at the PR Week Awards 2014. The award was presented to the BA's Chief Executive Miles Baron at an awards dinner at Grosvenor House, London.

The Boost Bingo campaign was launched in January 2014 and aimed to reduce bingo duty from 20% to 15%, to enable the industry to invest and grow. Nearly 50 MPs supported the launch of the campaign in their constituencies by visiting their local bingo club, with some trying their hand at calling numbers. Over three months, the campaign gathered more than 330,000 petition signatures from bingo players across Britain. MPs were engaged as supporters of the campaign and bingo. The campaign reached a climax when the petition was delivered to the Chancellor's residence at Number 11 Downing Street, in February, when nearly two hundred bingo players joined MPs for a celebratory procession

past the Houses of Parliament.

In the Budget on 19th March, Chancellor George Osborne announced that bingo duty would be reduced from 20% to 10%, meaning that bingo clubs across Great Britain could invest in new premises, modernisation and jobs. In recognition The Bingo Association and PR and public affairs agency, PLMR, received the prestigious PR Week Award for best Public Affairs Campaign, beating-off stiff competition.

Miles Baron, Chief Executive of The Bingo Association, said:

“We are delighted that Boost Bingo was recognised as the best public affairs campaign at the PR Week Awards. The industry united behind the campaign and everyone worked flat out to make it a success and secure a needed boost for the industry.”