

6 June 2005

Bingo for Breakthrough Awarded Big Tick

London, 6 June. The Bingo Association is delighted to announce today that it has been awarded the prestigious Big Tick, in The Business In The Community's Awards for Excellence 2005, for its charitable campaign Bingo For Breakthrough, which raises funds for Breakthrough Breast Cancer.

The Bingo Association is also one of six companies short listed for the Dollond & Aitchison Cause Related Marketing Award, in recognition of their exemplary Cause Related Marketing programme with Breakthrough. The results will be announced at a Gala Dinner to be held on 5 July at the Royal Albert Hall.*

Bingo for Breakthrough is a fundraising campaign run during Breast Cancer Awareness Month, which uniquely brings together an entire industry of otherwise competing brands, with one shared goal – to raise vital funds and awareness for breast cancer research and education.

In just two Bingo for Breakthrough campaigns over £1 million has been raised by the bingo industry and all business objectives were met. These included giving back to customers in a socially responsible way by raising money for a charitable cause close to their hearts.

The campaign has gained positive national media coverage and has worked to dispel the myth that bingo is simply about gambling when it is also about community, meeting friends and having fun.

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Bingo for Breakthrough resulted in a third party opportunity with Avon cosmetics in 2004, due to the relevant customer profile. Linking with Breakthrough Breast Cancer has also allowed the Bingo Association to provide a boost to employee morale.

Sir Peter Fry, Chairman of the Bingo Association comments on the award, "This is a fantastic and well deserved result for the bingo industry, which has worked tirelessly to make Bingo for Breakthrough a major success.

"Since the campaign was first launched in 2003, over £1 million has been raised. None of which would have been possible without the clear support of bingo club operators, staff and players, who have shown an immense passion for Bingo for Breakthrough."

Established in 1998, the Big Tick is awarded to companies that are able to demonstrate a high standard of excellence in the way they organise and integrate their responsible business practices, and can show a positive impact both on society and on the business.

Now in their eighth year, the awards are the primary means by which Business in the Community identifies, celebrates and communicates good practice in corporate responsibility.

This is an enormous achievement which ranks the bingo industry up against the likes of Vodafone, Debenhams and other well-established leaders in Cause Related Marketing.

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For further information on Breakthrough Breast Cancer please contact, Laura Jones on, tel: 020 7025 2437, email: lauraj@breakthrough.org.uk

For further information on the Big Tick award and Business in the Community, please contact Sarah Hebburn on, tel: 020 7566 8796, email: sarah.hebburn@bitc.org.uk

* The Awards for Excellence are the most prestigious UK awards recognising companies for integrating responsible business practice into their mainstream operations resulting in a positive impact in the workplace, the marketplace, the environment or the community.

Editor's Notes:

- Bingo for Breakthrough runs for one week during Breast Cancer awareness month in more than 400 bingo clubs nationwide. During the week bingo clubs promote special Bingo for Breakthrough games, offering players the chance to win pink prizes in return for donating their usual game fee. The campaign mascot and the main pink prize is a pink fluffy toy, which changes each year to maintain interest from players. Bingo for Breakthrough specially designed t-shirts and dabbers are also used to raise further funds.
- The Bingo Association is the trade association of the licensed bingo industry in Great Britain, representing the proprietors of bingo clubs licensed under the Gaming Act 1968.
- There are 110 proprietors in membership and between them they operate 553 bingo clubs. Membership profile ranges from the very large operators, including Mecca (124 clubs) and Gala (168 clubs), to smaller operators like Castle (10 clubs) and many single unit businesses.
- Around 70% of all Bingo players are women and overall, 10% of all women in the UK play bingo
- There are 3.1 million regular bingo players in the UK
- Gaming laws stipulate that all Bingo players must be over 18 and join a club 24 hours before playing. To find a local club check on line at www.nationalbingo.co.uk or call The NBGA on 01582 860900.
- Breakthrough Breast Cancer is a charity committed to fighting breast cancer through research and awareness. We have established the UK's first dedicated breast cancer research centre, in partnership with the Institute of Cancer Research.
- Breakthrough Breast Cancer needs to raise at least £7 million every year to fund its programme of research and awareness.
- Breakthrough has a free phone information line to provide information on breast cancer, Breakthrough activities and our research to our supporters. The number is 08080 100 200 (free phone) and will be open from 8am to 8pm Monday to Friday and from 9am to noon on Saturdays. Alternatively, please visit the website on www.breakthrough.org.uk for more information.