



10 March 2004

FULL HOUSE FOR BREAKTHROUGH BREAST CANCER

Shouts of 'Bingo for Breakthrough' will replace the calls of 'house' in bingo clubs all around the country as The Bingo Association once again shows its support for Breakthrough Breast Cancer, the UK's leading breast cancer charity.

Bingo for Breakthrough runs from 16 – 22 October 2004, as part of National Breast Cancer Awareness Month, symbolised by the pink ribbon. During the week, players will be able to donate their usual ticket fees for a chance to play for specially commissioned Bingo for Breakthrough prizes. Plus throughout the week bingo clubs up and down the country will be organising additional fundraising activities, including pink nights and sponsored events.

Bingo Association spokesperson Steve Baldwin, said: "We are delighted to be supporting Breakthrough for Breast Cancer again in 2004 and are hoping that we will beat last year's record of £400,000 by quite some way. Breast cancer is an issue that affects so many people, both directly and indirectly."

So show your support and pay a visit to your local bingo club in support of Bingo for Breakthrough.

- Ends -

For further information, please contact:

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Note to editors

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

Breakthrough Breast Cancer is a charity committed to fighting breast cancer through research and awareness and has established the UK's first dedicated breast cancer research centre, in partnership with the Institute of Cancer Research. Breakthrough needs to raise at least £7 million every year to fund its programme of research and awareness. For more information on Breakthrough's Breast Cancer Awareness Month please contact the Press Office on 020 7557 6632 or email press@breakthrough.org.uk. Alternatively you can visit www.breakthrough.org.uk to view additional BCAM activity.

BINGO QUICK FACTS

- Over three million people play bingo regularly in the UK (more than twice a week).
- Total prize money won since the National Bingo Game started in 1986 presently stands at £775,125,063.
- Around 500 clubs link together to play the National Game everyday, except Christmas day.
- The game was reputedly played by the Romans, and was recorded as a children's game under the name of 'lotto' in 1778.
- Bingo got its present name in 1930 when an American, Edwin Lowe, patented the name.
- Eight per cent of the UK population play bingo - 10% of all women and 5% of all men.
- The National Bingo Game is the second largest computer controlled game in the UK, the national lottery being the largest.
- The maximum prize possible for The National Game is now £2 million, following a change in legislation in July 2002. The previous individual prize limit was £500,000.
- Over £1m is played for every week in prize money on the National Bingo Game and over £35m in bingo over all.
- The average customer at a licensed bingo club spends £15-20 on an evening at bingo. This includes bingo tickets, VAT and duty, food, drink and other gaming. This excludes any winnings.
- Most common reasons for playing bingo are because it's fun; it offers companionship and the chance to socialise.
- Celebs love bingo! Denise Van Outen is a big bingo fan, so is Catherine Zeta Jones and Robbie Williams, who was seen playing with Daryl Hannah in his last music video.