

February 2003

It's Bingo! for Breakthrough as Association announces new partnership

The Bingo Association, the trade body for the licensed bingo industry, today announced that it's paired up with Breakthrough Breast Cancer, for a fundraising campaign in Breast Cancer Awareness Month 2003.

The campaign, called ***Bingo for Breakthrough***, will invite bingo players to play their favourite game in return for exclusive prizes and encourage them, along with staff at bingo clubs to hold all sorts of fun fundraising events, including pink-themed evenings, to raise additional funds, and awareness of the disease.

The new partnership brings together the UK's leading breast cancer charity - renowned for innovative campaigns such as Fashion Targets Breast Cancer - and over three million regular Bingo players - 70% of which are women, many of them between 30 and 50 years of age.

The risk of developing breast cancer at the age of 30 is 1 in 1,900 but increases to 1 in 50 at the age of 50. Nearly 40,000 women are diagnosed each year and 1,000 die every month from the disease.

Sir Peter Fry, Chairman of The Bingo Association, sees ***Bingo for Breakthrough*** as a great way to support a worthy and relevant cause, while also raising awareness among a key audience.

He comments: "Bingo clubs up and down the country have always shown tremendous generosity when raising money for worthy causes like cancer. We hope that through their continued generosity we will be able to make a substantial contribution to the work of Breakthrough."

Peter Reynolds, Breakthrough's Director of Fundraising and Marketing, added: " Our partnership with the Bingo Association, its clubs and customers represents a perfect fit for Breast Cancer Awareness Month. Breast awareness is still the best way of saving lives, so it's key that we communicate to women most at risk in an informative and responsible manner, whilst they, their friends and family, get the opportunity to fund future research into the disease by playing what they enjoy most – Bingo!"

For more information on how to get involved in ***Bingo for Breakthrough*** call Laurie Boulton at Breakthrough Breast Cancer on 020 7557 6621.

- Ends -

For further media information:

Please contact: Samantha Gibson @ Breakthrough Breast Cancer on 0207 557 6660 or samanthag@breakthrough.org.uk

Notes to editors:

- Breakthrough Breast Cancer is a charity committed to fighting breast cancer through research and awareness. In 1999, we 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 £5 million every year to fund its programme of research.
- If you're a member of the media and you'd like to know more about Breakthrough's plans for BCAM, please send us an email with your details to press@breakthrough.org.uk

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About The Bingo Association:

The Bingo Association is the trade body for the licensed bingo industry in Great Britain, representing the proprietors of bingo clubs licensed under the Gaming Act 1968. The purpose of The Bingo Association is to promote and develop the interests of the licensed bingo industry and to represent members' interests in contacts with third parties, in particular with various government departments, other trade associations and the media.

There are 110 proprietors in membership and between them they operate 538 bingo clubs. Membership profile ranges from the very large operators with well over 100 clubs, to many single unit businesses.

www.bingo-association.co.uk

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