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Immediate Release

Alzheimer's Society chosen by The Bingo Association as national charity of the year

The Bingo Association has chosen Alzheimer's Society as its charity of the year.

The Association surveyed Members on the causes they felt most passionately about and based on these responses invited a number of charities to make presentations. The Alzheimer's Society was a clear winner.

The Bingo Association's Chief Executive Paul Talboys said:

'We wanted to support a charity that provides front-line support as well as research and campaigning, and Alzheimer's Society really fitted the bill. Dementia is something that affects thousands of people in this country and many of our members know someone with the condition. We are looking forward to building a rewarding partnership with plenty of great fundraising events for our members in the coming months.'

Alzheimer's Society Chief Executive Jeremy Hughes said:

'We are delighted that The Bingo Association has chosen to support us. This partnership will create a great opportunity to get communities involved in fundraising and awareness up and down the country.'

'One in three people over 65 will develop dementia, so this really is an issue that affects everyone. We are very excited to have the support of Bingo Association and are looking forward to some fantastic events over the next few months!'

-Ends-

Notes to editors:

- One in three people over 65 will die with dementia
- Alzheimer's Society research shows that 800,000 people in the UK have a form of dementia, more than half have Alzheimer's disease. In less than ten years a million people will be living with dementia. This will soar to 1.7 million people by 2051
- Alzheimer's Society champions the rights of people living with dementia and the millions of people who care for them
- Alzheimer's Society works in England, Wales and Northern Ireland
- Alzheimer's Society supports people to live well with dementia today and funds research to find a cure for tomorrow. We rely on voluntary donations to continue our vital work. You can donate now by calling 0845 306 0898 or visiting alzheimers.org.uk



- Alzheimer's Society provides a National Dementia Helpline, the number is 0845 300 0336 or visit alzheimers.org.uk

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About the Bingo Association

- The Bingo Association is the trade association of the licensed bingo industry in Great Britain, representing the proprietors of bingo clubs licensed under the Gambling Act 2005.
- There are 50 proprietors in membership. Membership profile ranges from the large operators, including Mecca (99 clubs) to smaller operators like Carlton Leisure (14 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

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