



Press release

3rd July 2014

THE BINGO ASSOCIATION ANNOUNCES NEW CHARITY PARTNERSHIP WITH VARIETY, THE CHILDREN'S CHARITY

The Bingo Association held a Reception in the House of Commons on 2nd July 2014 where Chief Executive, Miles Baron, announced an exciting new charity partnership with Variety, the Children's Charity.

The bingo industry has a strong track record of raising significant sums of money for charity and this partnership will see more than 400 bingo clubs raise money throughout the year for Variety. There are also plans for a national fundraising week early in 2015.

The Parliamentary reception brought the bingo industry and MPs together for the first time since the hugely successful 'Boost Bingo' campaign secured a reduction in [Bingo Duty](#) from 20 to 10 percent and was an opportunity to highlight the continued success of the industry. [The Event was attended by](#) the Chairman of the All-Party Parliamentary Group (APPG) on Bingo, Brian Binley MP, vocal supporter of the Boost Bingo campaign Therese Coffey MP and Secretary of the APPG on Bingo, Luciana Berger, who gave a speech on the importance of bingo to her local community and [about](#) her support for the campaign.

Variety's inspirational Ambassador, Matt King, also spoke at the event, [explaining](#) how his life changed completely; when he was left paralysed from his neck down and unable to breathe independently. However, he returned to his studies, gaining a First Class Honours Degree in Law and now works as a trainee solicitor for a London firm. Matt spoke about the impact ~~that~~ of Variety's work to his life, when they were able to support him ~~through~~ [by](#) the provision of a specialist wheelchair following his accident.

One of the highlights of the evening was the bingo charity game, which saw £200 being donated to Variety. The winner, Phil Gibbs from Praesepe, also received a bottle of House of Commons Champagne and [a box of](#) chocolates.

Variety, the Children's Charity, supports children and young people throughout the UK who are sick, disabled or disadvantaged, and the money raised by The Bingo Association will help to provide Sunshine Coaches, wheelchairs and specialist equipment for individual children, as well as funding specialist equipment for special schools.

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

"We are very pleased to announce our partnership with Variety, the Children's Charity. Bingo players and staff are known for their generosity and I am confident we can raise a very significant sum for Variety to support them in the important work they do."

Mike Haszko, Head of Corporate Fundraising at Variety, the Children's Charity, said:

"We are entirely reliant upon the support of the public and organisations such as The Bingo Association and we are delighted to be their benefiting charity. Their support will help us provide coaches, wheelchairs and specialist equipment to improve the lives of hundreds of disadvantaged and disabled children all over the UK."

Ends

For further information, please contact:

The Bingo Association

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Notes to editors

The Bingo Association

- The Bingo Association is the trade association of the licensed bingo industry in Great Britain, representing the proprietors licensed under The Gambling Act 2005.
- There are 79 proprietors in membership. Membership profile ranges from the large operators, including Gala (110 clubs) and Mecca (98 clubs), to smaller operators like Carlton Clubs (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
- www.bingo-association.co.uk