



Press Release: Thursday 23rd May 2019:

The Bingo Association donates Variety Sunshine Coach to Broomfield School in Leeds

A Variety Sunshine Coach has been presented by The Bingo Association Chief Executive, Miles Baron, to pupils at Broomfield school in Leeds. This Sunshine Coach is the 27th donated by The Bingo Association in the past four years. Also in attendance at the presentation were representatives from nearby Mecca Hunslett and Mecca Mayfair clubs.

Broomfield SILC School in South Leeds caters for children between the ages of 2-19 with a wide range of disabilities including Autism, wheelchair users and complex medical issues. There are 220 children at the school and approximately 150 staff.

The specially adapted Sunshine Coach will be used every day to support residential and educational trips for the children and young people. They go to the local shops and cafes, the seaside, music events, support students to get to college and work experience placements as well as enabling a play scheme to get out and about in the holidays. These activities enable the students to widen their horizons and benefit greatly from such enrichment opportunities, gaining valuable real-life skills from being out and about.

Variety's Sunshine Coaches have helped improve the lives of thousands of disabled or disadvantaged children across the UK. The coaches enable schools to take children on education and recreational days out allowing children to explore places they would otherwise never have visited. Earlier this month, Variety donated their 5,600th Sunshine Coach in the UK.

Kathryn Bryan, Head of School, Broomfield School said:

“We are delighted to be in receipt of a Sunshine Coach and on behalf of our students, staff and Governing Body, we would like to thank The Bingo Association for their extremely generous donation.

It will make a huge difference to our students and we will be able to continue to provide them with valuable and exciting experiences including residentials, trips and activities. Our school motto is ‘Investing in Individuals; Transforming Lives’ and the addition of a Sunshine Coach will enable us to access a wealth of activities that will enhance the lives of all our students.”



Lyn Staunton, Variety's Northwest Development Director said:

“We are delighted to donate one of our Sunshine Coaches today to Broomfield School, and would like to thank the Bingo Association for their huge generosity in making this possible. Every new Sunshine Coach on the road is a step towards our goal of improving the lives of disadvantaged and disabled children across the UK.

The support of The Bingo Association's members and customers has directly funded the donation of 27 Sunshine Coaches in the past four years, making a real and tangible difference to thousands of disadvantaged and disabled children around the UK.”

Miles Baron, Chief Executive of The Bingo Association said:

“I would like to thank the members, like Mecca Bingo, who are present today, for the incredible support and generosity of their customers and staff. Customers from more than 340 bingo clubs across the UK have made this very worthy donation of a Sunshine Coach possible.

“We have now raised over £1.3 million for Variety in the past four years – a truly incredible amount – and it is brilliant to see that this has such a fantastic, direct impact on improving the lives of thousands of sick and disadvantaged children around the UK.”

- ENDS -

For further information please contact:

The Bingo Association on 01582 860921

For more information or to donate to Variety, please visit www.variety.org.uk

Notes to editors

About Variety, the Children's Charity

Variety believes that neither disability nor disadvantage should prevent a child from realising their full potential. This year, Variety will celebrate its 70th anniversary in the UK, having been founded in October 1949. In this time, the charity has supported almost one million disabled and disadvantaged children.



With a focus on helping children make the most of their childhood, Variety provides support in the following five ways:

- Through the provision of bespoke **Sunshine Coaches**, making it possible for children to get out and about so that they can learn practical life skills and enjoy trips out to places they otherwise couldn't get to
- Through the provision of **customised wheelchairs**, helping to increase independence and improve medical outcomes
- Through the provision of **specialist disability equipment** to individuals and organisations in ways that will make the biggest difference
- Through the **delivery of the Variety Great Days Out programme**, creating memorable experiences through educational initiatives and exciting outings
- Through the design of specialist **projects to transform the facilities of schools and children's hospitals**

Variety launched in the United States in 1928 and is the oldest international children's charity. It has divisions across 13 countries (United States, Canada, United Kingdom, Jersey, Republic of Ireland, France, Israel, Japan, Hong Kong, New Zealand, Australia, Barbados and Eastern Caribbean) helping children at the local community level.

Since 2009, Variety has partnered with SportsAid to support young sporting talent from different Paralympic disciplines, by providing essential items such as sport kits and equipment, to support with travel costs and accommodation. Of the 55 disabled athletes Variety has supported, 17 were chosen as part of Team GB for the 2012 London Paralympics and included Gold Medal winners and MBE honourees Ollie Hynd and Johnnie Peacock.

Variety is a registered charity in England and Wales (209259) and Scotland (SC038505)

For more information or to donate to Variety, please visit www.variety.org.uk

Follow Variety, the Children's Charity on twitter @VarietyGB or www.facebook.com/VarietyGB

About 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 51 proprietors in membership. Membership profile ranges from the large operators, including Buzz (124 clubs) and Mecca (82 clubs), to smaller operators such as Majestic Bingo (16) Castle Bingo (13) and many single site operators.

The bingo sector directly employs over 13,000 people in the UK. Over 3 million customers made over 40m visits to bingo clubs last year.

W: www.bingoassociation.co.uk.