



**Press Release:** Friday 8<sup>th</sup> November 2019:

## ***The Bingo Association donates Variety Sunshine Coach to Carnforth School in Worcester***

A Variety Sunshine Coach has been presented by The Bingo Association Chief Executive, Miles Baron, to pupils at Carnforth School in Worcester. This Sunshine Coach is the 28<sup>th</sup> donated by The Bingo Association in the past four years. Also in attendance at the presentation were Mark Jepp, Managing Director at Majestic Bingo, Peter Reeves, General Manager at Majestic Bingo in Worcester and Julie Whitehouse, General Manager at Buzz Bingo in Worcester.

The Sunshine Coach will be used every day to support children from the most vulnerable families, enabling them to improve their attendance and punctuality, and in turn their academic achievements. The Sunshine Coach will support educational visits such as a visit to a forest, along with the opportunity to participate in cross-school and sporting events, enabling the students to gain valuable real-life experiences that other children take for granted.

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.

### **Sara Wood, Head of School, Carnforth School said:**

"We are most grateful to the Variety Club and Bingo Association for their generosity which has enabled us to have the school's first minibus. This will provide our pupils with greater opportunities to experience new events which would not have been possible due to ever increasing transport costs. These opportunities will help to broaden pupils' horizons and further enrich our curriculum. It will also enable us to take part in sporting fixtures. The school's first trip aboard our new bus will be to a hockey tournament next week. We know this bus will continue to provide very valued resources for many years to come".

### **Danielle Roche, Variety's Corporate Partnerships Manager said:**

"We are delighted to donate one of our Sunshine Coaches today to Carnforth 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. These coaches enable children and young people to get the most out of school life by accessing recreational facilities outside of the school environment that they would otherwise not have the opportunity to.

The support of The Bingo Association's members and customers has directly funded the donation of 28 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 Majestic Bingo and Buzz 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."

For more information or to donate to Variety, please visit [www.variety.org.uk](http://www.variety.org.uk)

**- ENDS -**

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## Notes to editors

### **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.bingo-association.co.uk](http://www.bingo-association.co.uk).

### **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 70<sup>th</sup> 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](http://www.variety.org.uk)

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