For Immediate Release
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GRAB A CELEBRITY DOODLE!
- Bids go live on eBay from Sunday 21 October, 2007 -

The Bingo Association's annual fund raising initiative, Bingo for Breakthrough, which raises funds for Breakthrough Breast Cancer, launches on Sunday, 21st October for one week, with a unique auction of bright, beautiful and often moving celebrity doodles.

Created using bingo dabbers*, both male and female celebrities have created works of art illustrating what makes them smile. A diverse range of personalities have doodled for Bingo for Breakthrough including Penny Lancaster, Kelly Hoppen, Ben De-Lisi, Sara Cox, Caryn Franklin, Andrew Flintoff to name but a few. Designs range from rainbows and cars through to homes, love, cakes and of course, breasts!

You can bid for one of these fabulous doodles on E-bay from 21st October until 28th October. Log on to www.breakthrough.org.uk/doodles or www.ebay.co.uk/charity.

During the fund-raising week, players in over 420 clubs around the country can play bingo for free and donate their usual game fees to Bingo for Breakthrough, for a chance to play for limited edition merchandise such as bingo dabbers and Midge the cuddly bingo monkey!

Steven Baldwin, spokesperson for The Bingo Association said: “Once again we are thrilled to be running Bingo for Breakthrough with the support of so many well known personalities. Since our partnership began four years ago, the industry has helped to raise an incredible £2.25million for the charity.
This year’s target is £651,000 and bingo clubs will be getting behind the week with local fund-raising activities and sponsored events. Players can enjoy a great evening of bingo and entertainment whilst also helping to raise much needed funds for a very worthwhile cause, and of course they can bid for a celebrity doodle!

You can find out more about Bingo for Breakthrough 2007 by logging onto www.bingo-association.co.uk or www.breakthrough.org.uk/doodles.

To find out your nearest club log onto www.nationalbingo.co.uk or call 01582 860900.

- ENDS -

For further information, please contact Emily Taylor or Vikki Moody at DSA PR.
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* Dabbers, the special pens used to mark numbers on bingo tickets

BINGO QUICK FACTS

- Bingo for Breakthrough has raised £2.25 million for Breakthrough Breast Cancer.
- Bingo for Breakthrough has won the prestigious Big Tick award for three consecutive years.
- The National Bingo Game celebrates its 21st birthday this year, having started in 1986.
- The National Bingo Game is the second largest computer controlled game in the UK, the national lottery being the largest.
- Around 500 clubs link together to play the National Bingo Game every day, twice a day, except Christmas Day.
- Over three million people play bingo regularly in the UK [at least twice a week].
- Approximately £1m is paid out every week in prize money on the National Bingo Game and nearly £1 billion has been won since it launched.
- A night out at the bingo can cost as little as £20-25 each, including game books, duty, food and drink.
- Bingo got its present name in 1930 when an American, Edwin Lowe, patented the name. The game was reputedly played by the Romans, and was recorded as a children’s game under the name of ‘lotto’ in 1778.
- There are 688 licensed bingo clubs in the UK.
- Most common reasons for playing bingo are because it’s fun, it offers companionship and the chance to socialise as well as winning big money.
- Bingo has got the Royal thumbs up - Prince William played at his local club in Reading with his pals from Sandhurst. Her Majesty the Queen, another bingo fan, apparently chooses to call ‘Palace; rather than ‘House’.
• Celebrities love bingo! Catherine Zeta Jones can thank bingo for her career after her dad won enough to afford to send her to theatre school; Robbie Williams went to his local Bingo club in Stoke and played bingo with Daryl Hannah in his music video for Feel; Denise Van Outen and Scott Mills are also big fans.
• A number of celebrities also started their careers in bingo calling, including Simon from boy band Blue, Eastender’s Shane Richie, Russell Crowe and Kian from Westlife.
• Visit www.nationalbingo.co.uk to register for email and text alerts on bingo news and to find your nearest bingo club.