



For Immediate Release

3<sup>rd</sup> October 2007

## 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](http://www.breakthrough.org.uk/doodles) or [www.ebay.co.uk/charity](http://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](http://www.bingo-association.co.uk) or [www.breakthrough.org.uk/doodles](http://www.breakthrough.org.uk/doodles).

To find out your nearest club log onto [www.nationalbingo.co.uk](http://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 21<sup>st</sup> 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](http://www.nationalbingo.co.uk) to register for email and text alerts on bingo news and to find your nearest bingo club.

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