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PRESS RELEASE

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## **BINGO CLUBS SHOW SUPPORT FOR BREAKTHROUGH BREAST CANCER**

Go down to your local Bingo club this October, and instead of the usual cries of 'House!' you'll hear 'Bingo for Breakthrough!', as The Bingo Association once again leads the industry in raising funds in support of Breakthrough Breast Cancer, the UK's leading breast cancer charity.

Bingo for Breakthrough was launched in 2003 and bingo players have so far raised an incredible one million pounds for the charity, helping Breakthrough with its work researching into the causes of breast cancer and ways in which to treat it.

Running from 24 – 30 October 2005, as part of National Breast Cancer awareness month, 'Bingo for Breakthrough' once again will invite players in over 400 Bingo Clubs nationwide to donate their usual game fees to Bingo For Breakthrough, for a chance to play for special prizes. In addition, throughout the week, clubs will also be organising additional fund-raising activities, including pink nights, selling special edition pink Bingo for Breakthrough merchandise and holding sponsored events.

Limited edition merchandise for 2005 includes Bingo for Breakthrough pink dabbers, t-shirts and Hollie the pink Bingo Hippo.



Steve Baldwin, spokesperson for The Bingo Association said: 'We are excited to be supporting Breakthrough Breast Cancer again this year – our third year helping this extremely worthwhile cause.

'Bingo players and the clubs that enable them to play Bingo for Breakthrough have raised a staggering amount since 2003 and as always a big thank you goes out to all of them.

'We are sure that once again, bingo players up and down the country will raise the roof in aid of Bingo For Breakthrough!'

You too can show your support for Bingo For Breakthrough in 2005, simply log onto [www.nationalbingo.co.uk](http://www.nationalbingo.co.uk) to find your nearest club.

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**Notes to editors:**

- Breakthrough Breast Cancer is a charity committed to fighting breast cancer through research and awareness. In 1999, we established the UK's first dedicated breast cancer research centre, in partnership with the Institute of Cancer Research.
- Breakthrough Breast Cancer needs to raise at least £10 million every year to fund its programme of research.
- If you're a member of the media and you'd like to know more about Breakthrough's plans for Breast Cancer Awareness Month, please send us an email with your details to [press@breakthrough.org.uk](mailto:press@breakthrough.org.uk)
- The Bingo Association is the trade body for the licensed bingo industry in Great Britain, representing the proprietors of bingo clubs licensed under the Gaming Act 1968. The purpose of The Bingo Association is to promote and develop the interests of the licensed bingo industry and to represent members' interests in contacts with third parties, in particular with various government departments, other trade associations and the media.
- In 2005, the Bingo for Breakthrough campaign was awarded a Big Tick, the scheme that acknowledges companies' social responsibility, run by Business in the Community.

- There are 110 proprietors in membership and between them they operate 538 bingo clubs. Membership profile ranges from the very large operators with well over 100 clubs, to many single unit businesses.
- Over three million people play bingo regularly in the UK (at least twice a week).
- Eight per cent of the UK population play bingo - 10% of all women and 5% of all men.
- Most common reasons for playing bingo are because it's fun, inexpensive, it offers companionship and the chance to socialise.

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