



9<sup>th</sup> February 2005

## **RECORD BREAKING YEAR FOR BINGO FOR BREAKTHROUGH**

Bingo Clubs across the country once again raised the roof by showing their support for Breakthrough Breast Cancer, the UK's leading breast cancer charity. Bingo for Breakthrough 2004 exceeded the target of £500,000, raising close to £600,000.

Bingo players across the UK took part in a range of exciting fundraising activities during Bingo for Breakthrough Week (16<sup>th</sup> – 22<sup>nd</sup> October) and some of the nation's best-loved celebs also shouted out their support and thanks to players.

Fiona Phillips, one of Britain's brightest breakfast stars said: "Well done bingo players up and down the country for pulling out all the stops to play Bingo for Breakthrough and support Breast Cancer Awareness Month. A big thanks – you're all lifesavers!"

While Penny Smith added: "Thanks to all who were involved - Bingo for Breakthrough 2004 exceeded all expectations – go bingo players!"

Throughout the week over 400 Bingo Clubs around the country donated their usual game fees to Bingo For Breakthrough for the chance of winning a limited edition Bingo mascot, Bobby the bear. Pink Bingo For Breakthrough dabbers were also available to buy with percentage donations going to Breakthrough.

Steve Baldwin, spokesperson for The Bingo Association said: 'We have all been amazed by the enthusiasm and generosity of the Bingo industry and Bingo players throughout the country. We are also really grateful for the words of encouragement and support from both Fiona and Penny; we know how much this means to the players.'

**- Ends -**

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## **EDITORS NOTES**

- Gaming laws stipulate that all Bingo players must be over 18 and join a club 24 hours before playing. To find a local club check on line at [www.nationalbingo.co.uk](http://www.nationalbingo.co.uk) or call The NBGA on 01582 860900.
- Breakthrough Breast Cancer is a charity committed to fighting breast cancer through research and awareness. We have 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 £7 million every year to fund its programme of research and awareness.
- Breakthrough has a free phone information line to provide information on breast cancer, Breakthrough activities and research to supporters. The number is 08080 100 200 (free phone) and will be open from 8am to 8pm Monday to Friday and from 9am to noon on Saturdays. Alternatively, please visit the website on [www.breakthrough.org.uk](http://www.breakthrough.org.uk) for more information.