9th February 2005

BINGO FOR BREAKTHROUGH SMASHES THE £1 MILLION MARK

The Bingo Association's support for Breakthrough Breast Cancer, the UK's leading breast cancer charity, today announced that it has raised over £1million in just two years.

The Bingo For Breakthrough fundraising week was first launched in October 2003 and raised £414,000. The campaign continued in October 2004 and smashed all targets raising a further £600,000, taking the total funds raised to over a million pounds.

Employees at bingo clubs across the country enthusiastically supported the campaign by organising pink themed events during Bingo For Breakthrough week to raise extra funds. In addition, a limited edition Bingo For Breakthrough pink dabber was created for members to buy, with a percentage donation going to Breakthrough.

Bingo for Breakthrough is The Bingo Association's fundraising campaign for Breakthrough's essential programme of breast cancer research and education. The initiative involves bingo players donating their usual game fee to Bingo For Breakthrough for the chance of winning special prizes, such as the limited edition pink Bobby the Bingo bear.

Steve Baldwin from the Bingo Association said, 'The Bingo Association originally chose to support Breakthrough as the issue of breast cancer touches just about everybody.

'We cannot thank the players, staff and club managers enough for all their support in reaching this incredible total.'

Peter Reynolds, Director of Fundraising and Communications at Breakthrough Breast Cancer, said: 'Our partnership with the Bingo Association, its clubs and customers represents a perfect fit for Breakthrough and we would like to say a big thank you for everyone's fantastic fundraising efforts and support.

'Breast awareness is still the best way of saving lives, so it's key that we communicate to women most at risk in an informative and responsible manner, whilst they, their friends and family, get the opportunity to fund future research into the disease by playing what they enjoy most – Bingo!'

- Ends -