



PRESS RELEASE

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10th August 2004

**BINGO CLUBS RAISE THE ROOF FOR BREAKTHROUGH BREAST
CANCER**

Shouts of 'Bingo for Breakthrough' will once again replace the usual 'House' calls at Bingo Clubs across the country, as The Bingo Association leads the industry in raising funds in support of Breakthrough Breast Cancer, the UK's leading breast cancer charity.

Bingo for Breakthrough 2003 exceeded all expectations and the target of £250,000, as an incredible £414,000 was raised. This year The Bingo Association hopes to raise the roof with funds raised exceeding half a million pounds!

'Bingo for Breakthrough' runs from 16th – 22nd October 2004, as part of National Breast Cancer awareness month, symbolised by the pink ribbon. During the week players in over 400 Bingo Clubs around the country will be invited to donate their usual game fees to Bingo For Breakthrough, for a chance to play for special prizes.

Limited edition material for 2004 includes Bingo for Breakthrough pink dabbers, t-shirts and Bobbie the pink Bingo Bear.



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Throughout the week Bingo Clubs up and down the country will be organising additional fund-raising activities including pink nights and sponsored events.

Steve Baldwin, spokesperson for The Bingo Association said: 'We are thrilled to announce our support for Breakthrough Breast Cancer again this year.

'We would also like to thank club operators and players for their kindness and generosity, which helped us raise over £400,000 last year.

'We have every faith that players will accept the challenge and continue to show support for such a worthwhile cause.'

You too can show your support for Bingo For Breakthrough in 2004, simply log onto www.nationalbingo.co.uk take part in the online bingo survey and find your nearest club.

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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.thenationalbingogame.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 our research to our 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 for more information.

BINGO QUICK FACTS

- 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.
- 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 Game everyday, except Christmas day.
- Over three million people play bingo regularly in the UK
- Eight per cent of the UK population play bingo - 10% of all women and 5% of all men
- The maximum prize possible for The National Game is now £2 million, following a change in legislation in July 2002. The previous individual prize limit was £500,000.
- The UK's biggest bingo win was £950,000 on Sunday 22 December 2002
- Approximately £1m is played for every week in prize money on the National Bingo Game and over £35m in bingo over all.
- Total prize money won since the National Bingo Game started in June 1986 presently stands at £766, 868,422 (as at 7 January 2004).
- Most common reasons for playing bingo are because it's fun, it offers companionship and the chance to socialise.
- Celebs love bingo! Denise Van Outen is a big bingo fan, so is Catherine Zeta Jones and Robbie Williams, who was seen playing with Daryl Hannah in his last music video. Other celebrity fans include: Scott Mills, Family Affairs David Easter and the girls from Atomic Kitten, not to mention her majesty the Queen who apparently chooses to call 'Palace' rather than 'house'!
- There were around 84.5 million admissions to bingo clubs during 2001
- There are approximately 20,000 people employed in the bingo industry
- The average customer at a licensed bingo club spends £15-20 on an evening at bingo. This includes bingo tickets, VAT and duty, food, drink and other gaming. This excludes any winnings.
- Bingo contributed over £246 million in 2001 in VAT and duty to the Exchequer

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