



PRESS RELEASE

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October 2004

**BRITAIN'S BEST-LOVED CELEBS SHOW THEIR SUPPORT FOR
BINGO FOR BREAKTHROUGH BREAST CANCER**

Some of the UK's best loved household names are shouting out their support for 'Bingo for Breakthrough', as The Bingo Association leads the industry in raising funds in support of Breakthrough Breast Cancer, the UK's leading breast cancer charity.

The presenters most responsible for putting the 'good' into our 'mornings' have got together to voice the following support for this year's 'Bingo for Breakthrough' activity:

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!'

Kate Garraway says: 'Thank you to all bingo players who support Bingo for Breakthrough. Best of luck to all!' While Penny Smith added: 'Thanks to all involved - Bingo for Breakthrough 2003 exceeded all expectations and this year looks set to raise the roof! Best of luck, go bingo players!'

Running from 16th – 22nd October 2004, as part of National Breast Cancer awareness month, 'Bingo for Breakthrough' once again will invite players in over 400 Bingo Clubs around the country 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 and sponsored events.

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Steve Baldwin, spokesperson for The Bingo Association said: 'We are thrilled that these best-loved names have come forward to thank and encourage bingo players, for this very worth while cause. We have every faith that players will accept the challenge and help make Bingo For Breakthrough bigger and better again this year.'

You too can show your support for Bingo for Breakthrough in 2004 by going along to your local club, simply log onto www.nationalbingo.co.uk or call 01582 860900 to find your nearest club.

- Ends -

For further press information, photography please contact,
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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 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

- The National Bingo Game has its own official DVD Game 'Party Bingo', featuring Bingo Caller of the Year Mike Vyse, available exclusively at Woolworths.
- To register for email and text alerts on bingo news register online at www.nationalbingo.co.uk.
- Around 500 clubs link together to play the National Game everyday, except Christmas day.
- 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'!