



PRESS RELEASE

New TV game launched to help raise money and awareness for sport and games

The English Bridge Union is delighted to announce it will be amongst the beneficiaries of BingoLotto – a new TV game, set up by the CCPR. The game will raise money for sport and recreation and will help towards the EBU's commitment in promoting the game of duplicate bridge.

BingoLotto will be a weekly game broadcast on digital TV channels Virgin1 and Challenge every Friday night, starting on 29 February. Tickets are on sale from outlets around the country and will allow viewers to take part in the BingoLotto game from the comfort of their own home. The game will be hosted by popular entertainers, Joe Pasquale and Suzanne Shaw.

The BingoLotto game has run in Sweden since 1991 where it has raised just under £1bn for charities and sports organisations. At least 20% from each ticket sold in the UK will be distributed to sport and recreation projects up and down the country.

For further information on this press release, bridge or the English Bridge Union please contact Matt Betts, Communications Officer on 01296 317 220 or by email, Matt@ebu.co.uk.

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Notes to editors:

Photo

A photo of presenter Joe Pasquale with bridge cards is available on request. Please contact Matt Betts.

About BingoLotto

The game's motto is 'Real people. Real winners.' and it will offer life-enhancing, rather than life-changing prizes to winners. The prizes in the game are varied and range from tickets for the following week's game, through to cars and holidays, to a maximum cash prize of £100,000.

About CCPR

CCPR has been in existence for more than 70 years, helping to speak up for its members and supporting them as they provide sporting and recreational activities in all kinds of environments - from local clubs, schools and leisure centres, to our waterways and coastlines! For more information about CCPR, visit www.ccpr.org.uk.

About Bridge

Bridge is one of the most enduring and popular games in the world; for over 100 years, people of all types and from all walks of life have been fascinated by the game. It is one of the most popular leisure activities in Britain, with around 300,000 people playing on a regular basis. Bridge is a trick-taking card game of skill and chance. It is played by four players who form two partnerships (sides); the partners sit opposite each other at a table. The game consists of the auction (often called bidding) and play, after which the hand is scored. Please click here for more information on bridge.

About the English Bridge Union

The English Bridge Union Limited (EBU) is a membership-funded organisation committed to promoting the game of duplicate bridge. It is also a National Bridge Organisation in its own right affiliated to the European Bridge League and the World Bridge Federation. New players are the lifeblood of the game and the EBU are keen to encourage them. For more information on the English Bridge Union please visit: www.ebu.co.uk

