

## **On-line Bridge Booms in Lockdown in TOWN!**

Founded in 19XX, XXX BRIDGE CLUB faced potential collapse in March 2020 in the face of the pandemic. Chairman, NAME, faced a dilemma: Should BRIDGE CLUB close its doors as X other BRIDGE CLUB based Bridge clubs had done or re-invent itself and embrace the challenge that the COVID pandemic presented.

A year ago, on-line Bridge offered some alternatives to the Face-to-Face game and BRIDGE CLUB decided to put its faith in technology and develop the club around it. This was not a light decision. With most players aged between 60 and 90 years old and not familiar with technology, BRIDGE CLUB faced quite a challenge.

*LOCAL EXAMPLES – FOR EXAMPLE Ann, a player in her 80s, swore she would never play Bridge on-line. She not only mastered the game on her iPad but also taught some of her other friends to play aged 80 to 90.*

*Audrey, also in her 80s, not only mastered the game but went on to direct and help launch a new video-savvy on-line Bridge playing platform called RealBridge. A product of the pandemic, RealBridge, has allowed Bridge players to emulate the Face-to-Face game.*

The spin off has not only been the chance to play a great game with friends in Lockdown but also has given many elderly folks confidence to use technology for zoom calls, shopping and other necessary activities.

The take up of on-line Bridge has been incredibly popular and it was not long before BRIDGE CLUB moved from just a MONDAY night club to offering Bridge play to members nearly every day of the week. BRIDGE CLUB even ran a session on Christmas Day to support members who were alone at Christmas.

One player said: “I like the scope for playing whenever free to do so. I enjoy the discipline of playing at a regular time at a regular club but also access to other clubs within BRIDGE CLUB. On- line bridge has been a saviour in lockdown.”

Another: “I don’t drive therefore rely on friends to take me to the bridge clubs I usually play out. Because of this it is great being able to play online, particularly Real Bridge, as contact with other people is so important. Though I would like to be able to play at my regular clubs, I am certainly glad to have the opportunity to play independently, without needing to rely on the kindness of friends.”

Although many players are looking forward to getting back to Face-to-Face, nearly everyone expects to continue to play on-line as well.

A friendly club, BRIDGE CLUB now caters for every type of player with members ranging from complete beginners and improvers to those who have represented Bridge at a County and National level. Everyone is welcome.

To learn more or to learn Bridge visit  
<https://www.bridgewebs.com/BRIDGE CLUB>.