



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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SPECIAL ANNOUNCEMENT

**The EBU are proud to present “BRIDGE - IT’S A BIG DEAL!”
A Festival of Bridge Sept 9th – 15th 2024**

**An exciting nationwide event for all bridge players - with a goal to
raise £60,000 for Cancer Research UK**

The English Bridge Union (EBU) in collaboration with Cancer Research UK will run “Bridge – It’s A Big Deal!”, a week-long festival of very exciting events running from 9th – 15th Sept across the whole of England, Scotland and Wales. This inaugural Festival will comprise a week of special events for bridge players who can enjoy the activities both in person and online. Counties and clubs will be running a variety of events including duplicate pairs, open days, marathons, charity lunches and much more.

The Festival will culminate in a special invitation-only “Night of Stars” exhibition event live in London during the festival week in September (further information regarding this event will be provided in a follow up announcement).

The festival, “Bridge - It’s A Big Deal!” has been inspired by the idea of blending the enjoyment of playing bridge with a mission to engage new and lapsed players, while simultaneously raising funds for Cancer Research UK. Under the leadership of EBU Vice Chair Tony Russ, an enthusiastic team has been assembled to organise this nationwide festival of bridge in 2024. It’s wonderful that both the Welsh and Scottish Bridge Unions are also participating in this initiative, showcasing a unified effort involving national bodies, counties, clubs, and players to both celebrate our game and support a very important charity.

Gemma Kitching, Relationship Manager Cancer Research UK:
“All of us at Cancer Research UK are thrilled to be partnering with the English Bridge Union for the festival of bridge in September to raise awareness and funds for vital life-saving cancer research.”

The Festival is widely supported within the bridge community, with some well-known identities and professional players putting their support behind the initiative. They include Andrew Robson OBE, of the Andrew Robson Bridge Club in London (international award-winning bridge professional, writer and teacher), James Smith (Chair of London CBA) and Charlie Bucknell (Coach of the under 21 England Bridge Squad).

Regular updates regarding the Festival will be included on the EBU website dedicated Festival page, and a social media campaign has been launched across Facebook, Instagram and Twitter.

Everyone joining in the festivities and the wider bridge community will be encouraged to get involved and donate to this worthy cause through the following dedicated Cancer Research UK Festival donation page which is live:

<https://fundraise.cancerresearchuk.org/unite/english-bridge-union>

Further information can be found here:

Dedicated Festival of Bridge page within EBU website:

<https://www.ebu.co.uk/festival>

Facebook Festival of Bridge Page:

<https://www.facebook.com/groups/festivalofbridge>

Facebook EBU general page:

<https://www.facebook.com/EnglishBridgeUnion>

EBU YouTube:

<https://www.youtube.com/@englishbridgeunion>



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