



**Press release**

**19th April 2018**

## **£50,000 JACKPOT UP FOR GRABS ON NEW NATIONAL BINGO GAME**

### **More Prizes – More Winners**

The new **National Bingo Game**, launching on Monday 30<sup>th</sup> April, is on a nationwide mission to make more winners

The new game will create a winner in every participating club on every game: as the game is played twice a day and in over 275 clubs across the country that is a lot of winners.

The new game format will be played using 50 numbers, rather than the usual 90 numbers, which means special new tickets and a quick fire game as successful lucky winners will know instantly if they have won and if they can also claim a Jackpot Prize: win in 24 numbers or less to bag £100, win in 20 numbers or less to grab a £1000 and if you win in 16 numbers or less it's time to get the party started, as you could be a £50,000 winner. The National Bingo Game is expecting at least 5 lucky customers a month will land the £50,000 top prize.

Miles Baron, Chief Executive of the **National Bingo Game** said,

“We are excited to be launching a new version of one of club bingo’s most well known and loved games. Our mission is to create more winners across the country and the new game is designed to produce over 20,000 winners a month. With a guaranteed winner in every club, on every game, and Jackpots of £100, £1000 and £50,000 to be won, I hope there will be a lot of happy customers, as bingo clubs across the country celebrate with their lucky winners.”

“This will only be the third time in over thirty year’s that the game has had a substantial change: with this latest version of the game we wanted to bring it bang up to date, with a game that takes less time to play, allows clubs to play at a time they choose, finds its winners quickly and makes more of them.”

The **National Bingo Game** was first launched in 1986, since when it has paid out over £1 billion in prize money, and will continue to be played twice a day: afternoon and evenings, with tickets priced at £1 for 2, or £2 for 5. The new **National Bingo** .will be played at a wide range of bingo clubs including Gala, Mecca, Castle, Carlton, Beacon and Shipley's and many other independent clubs across the country and replaces the previous 90 number version of the game, that had to be played simultaneously in all participating clubs

To find your nearest participating club and for further information on the **National Bingo Game** visit [www.nationalbingo.co.uk](http://www.nationalbingo.co.uk). or follow us on Facebook ([www.facebook.com/NationalBingoGame](http://www.facebook.com/NationalBingoGame)) and Twitter.com @nationalbingo.

All players must be aged 18 or over. The National Bingo Game is played under the provisions of The Gambling Act 2005 and played under National Bingo Game Players' Rules. Players should always gamble responsibly. For more information and advice visit [www.BeGambleAware.org](http://www.BeGambleAware.org)

**-ENDS-**

### **Notes to Editors**

For further information please contact:

Steve Baldwin

T: 07946 597956

E [steven@nationalbingo.co.uk](mailto:steven@nationalbingo.co.uk)

Images are available in the Drop Box link below:

<https://www.dropbox.com/sh/1ynaxgzuhxskwtm/AABDTsdElfiT23pO595wgUQqa?dl=0>

### **About The National Game**

- The National Bingo Game started in 1986, with the current format launched on 30<sup>th</sup> April 2018
- The new National Bingo Game is a Full House only game and offers players the following prizes:  
Club Prize – won in every club, on every game  
Jackpot Prizes of £50,000, £1,000 and £100
- To win a Club Prize a player must be the first in their participating venue to successfully complete a full house.
- To win a Jackpot Prize a player must be the first in their participating venue to successfully complete a full house as follows in the following number of calls:  
16 numbers or less to win £50,000

20 numbers or less to win £ 1,000

24 numbers or less to win £ 100

- Tickets for the National Bingo Game are £1 for 2 tickets OR £2 for 5 tickets
- Total prize money paid to date by the National Bingo Game is over £1BILLION!
- The National Bingo Game is the UK's second largest computer controlled game in the UK, the national lottery being the largest
- The National Bingo Game is played twice a day, every day, 364 days a year
- Around 270 clubs across the UK offer the National Bingo Game, including Gala, Mecca, Castle, Carlton and Beacon and Shipley's, in addition to a wide range of independent clubs
- Over three million people play bingo regularly in the UK (at least twice a week)
- A night out at the bingo can cost as little as £15-25 each, including game books, duty, food and drink
- Most common reasons for playing bingo are because it's fun: it offers companionship and the chance to socialise as well as winning cash prizes
- Celebrities love bingo! Catherine Zeta Jones can thank bingo for her career after her dad won enough to afford to send her to theatre school; other celebrity fans include: Denise Van Outen, Scott Mills and former President Barrack Obama's step-mother!
- A number of celebrities started their careers in bingo, including Chris Tarrant, Simon from boy band Blue, East Ender's Shane Richie, Russell Crowe and Kian from West Life.