

PRESS RELEASE: June 1<sup>st</sup> 2023:



## **LUTON DOES THE DOUBLE ! LUCKY BINGO PLAYER SCOOPS £50,000 JACKPOT THE SAME WEEKEND LUTON FC PROMOTED TO PREMIER LEAGUE**

It would appear that Luton FC weren't the only ones to win big last weekend, as one lucky Luton resident hit the £50,000 **National Bingo Game** jackpot at her local Mecca Bingo.

Alex Hollywell-Rolfe, a Dental Receptionist who was made redundant twice in the past six months, won the life-changing amount of money on Bank Holiday Monday – the same weekend, her local team, Luton FC completed their fairy-tale rise from non-League to Premier League.

Alex's own fairy-tale win has meant she and her family can realise their dream by finally putting a deposit down on a home, something she said she "never thought would be possible."

Alex, 29, is a regular bingo player and has been going to her local Mecca Bingo in Luton for a few years. She was enjoying a night out with her partner and friend when she hit the jackpot, winning £50,000. Alex noticed she was getting closer to a full house and initially thought she was on to win a few hundred pounds, but as she called house within 16 numbers, she had the jaw-dropping realisation that she'd bagged the whopping £50,000 jackpot prize instead!

**Alex Hollywell-Rolfe, commented on her win:** "It still hasn't really sunk in. The numbers kept coming, but I didn't really realise what I had won. When I called bingo, I genuinely thought I had won the house prize of a few hundred pounds until the entire venue gasped. I wasn't sure what had happened until a lady on the table beside me said 'you've just won 50 grand.'"

"My partner and friend started jumping up and down and celebrating, but I just sat there shaking. It truly is a life changing thing for us and now we'll be able to put a deposit down on a house, which has always been our dream."

**Mikey Diamond, General Manager at Mecca Bingo Luton added:** “It’s been an absolutely historic weekend for the town off the back of Luton Town FC’s dramatic playoff win to reach the Premier League, so for us to celebrate a jackpot winner the same weekend is truly incredible. We’re delighted for Alex and her family and look forward to seeing them realise their dreams.”

Alex and her family and friends have been invited back to Mecca Bingo Luton for a winner’s party on 12 June, where members of the public can also enjoy free bingo from 7pm - 9pm that evening to celebrate.

The **National Bingo Game** is played twice a day, every day, 364 days a year at participating clubs, which includes all Mecca Clubs. 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)

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

**-ENDS-**

#### About the National Bingo 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, Majestic, Castle, Carlton and Beacon, in addition to a wide range of independent clubs
- National LIVE is a linked interval game also provided the National Bingo Game Association.
- 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.

### **About Mecca Bingo**

Owned by the Rank Group Plc, Mecca Bingo is one of the largest Bingo and Slots operators in the UK.

Mecca provides entertainment across its UK wide venues as well as its award-winning online site and app, which includes free to play and paid games and chat rooms. Both online and retail venues raise money for Mecca's charity partner Carers Trust.

Mecca Bingo has a firm commitment to safer gambling with a range of tools and support services to ensure that customers can always keep it fun. These include deposit limits, reality checks and take a break as well as direct support from the customer care team.

For further information on retail venues and online play go to: [www.meccabingo.com](http://www.meccabingo.com)

### **Rank's operations principally comprise:**

Grosvenor Casinos – The UK's largest multi-channel casino operator. 51 casinos in Great Britain;

Mecca – Rank's multi-channel community-based gaming brand for the British market. 56 bingo clubs in Great Britain;

Enracha – Rank's community-based gaming business for the Spanish market. Nine bingo clubs in Spain;

Rank Interactive – Rank's UK digital business operates a multi-branded strategy, using a combination of its proprietary and non-proprietary licensed software to provide online bingo, casino and slot gaming;

YoBingo – A leading online bingo operator in Spain.

For more information about The Rank Group Plc, visit [www.rank.com](http://www.rank.com)