



NATIONAL™
BINGO GAME

25th February 2014

The UK's Luckiest Towns

Blackpool has been hailed as Britain's luckiest town after Mecca Bingo, Blackpool shouted 'house' on 22 National Bingo Game wins in 2013!

The National Bingo Game Association (NBGA) has identified the top 10 Luckiest Towns by collating all National Bingo Game wins and sorting into the most wins in each town.

Closely behind Blackpool was Stockton-On-Tees, which celebrated 20 big winners at Mecca Bingo Chandlers Wharf, putting them in second place in the luckiest towns ranking.

Doing it for the Scots, Glasgow brought in the most winners across four separate bingo clubs and even after these wins were averaged out Glasgow held onto fourth place in the top 10. Mecca Bingo Glasgow Quay, Mecca Bingo Forge lli Gl, Mecca Bingo Drumchapel and Carlton Bingo Partick all hit the headlines producing an amazing 54 winners between them all.

Wales also came up trumps with three towns in the Top 10; Wrexham, Newport and Bridgend all made the cut.

NBGA Chief Executive Miles Baron said: 'We are delighted to announce that there have been 946 National Bingo Game big winners over the last 12 months, winning over £9 million between them but we'll be beating these figures for 2014 with the launch of a new Jackpot!

'A night out playing bingo with your Bingo Buddies is a great way to have fun at a reasonable price and win big money. We guarantee a big winner every afternoon and evening on the National Bingo Game and a jackpot winner of up to £250,000 every three to four weeks!'

When it comes to the luckiest club in the UK, Palaces Bingo London, in Elephant & Castle, boasted a massive 31 National Bingo Game winners! And their winnings totalled £309,639!

From Saturday 1st March, the new National Bingo Game Jackpot is set to offer bingo players the thrill of their lives with BIG wins every time.

As well as a life changing National Prize, won on every game, there will also be a new National Jackpot, offering up to £250,000* and from 1st March the first 50 lucky National Winners will each win a VIP luxury Mediterranean cruise for two!

Taking part couldn't be easier, simply visit your local club and join in. To find your nearest participating club visit www.nationalbingo.co.uk.

For updates on the National Bingo Game jackpot follow Twitter @NationalBingo and join our Facebook page, Facebook.com/nationalbingogame.

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For further press information please contact: Rosey or Rebecca at Beattie Communications, Tel: 020 7053 6000 or email: nationalbingogame@onlybeattie.com

All players must be aged 18 or over. The National Bingo Game is played under the provisions of The Gambling Act 2005. Players should always gamble responsibly and play the National Bingo Game within their limits. For more information and advice visit www.gambleaware.co.uk.

*Prize values advertised are subject to tickets sold and the Jackpot Prize having been won prior to publication, where upon the figure will be reset to £50,000 and increase at each playing of the game that it is not won.

Cruise Holidays for two are available to be won by the first 50 winners of the National Prize on the National Bingo Game from 1 March 2014, including winners of split National Prizes. No cash alternative is available.

Notes to editors

UK's Luckiest Towns

	Town	Wins	Clubs	Total per town
1	Blackpool	22 wins	1 club	£156,066.23
2	Stockton-on-Tees	20 wins	1 club	£183,373.78
3	Newport	14 wins	1 club	£151,591.87
4	Glasgow*	54 wins	4 clubs	£513,632.93
5	Wrexham	13 wins	1 club	£146,483.31
6	Bridgend	13 wins	1 club	£122,281.25
7	Huddersfield	11 wins	1 club	£150,290.74
8	Oldbury	11 wins	1 club	£149,147.05
9	Northampton	11 wins	1 club	£110,833.34
10	Romford	10 wins	1 club	£144,515.95

*54 wins were recorded across four clubs in the city, equating to an average of 14 wins

National Bingo Game Fast Facts

- Total prize money distributed to date 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 biggest bingo win ever was on 23 March 2008, when Soraya Lowell from Motherwell, North Lanarkshire scooped GBP £1,167,795, while playing The National Game at Club 3000 in Coatbridge.
- Between 120 - 200 clubs link together to play the National Game twice a day, every day, except Christmas day.
- 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 big money.
- 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 President Barrack Obama's step-mother!
- A number of celebrities also started their careers in bingo calling including Simon from boy band Blue, EastEnder's Shane Richie, Russell Crowe and Kian from West Life.

