

April 26, 2011



Congratulations to Sherry Fox, Owen Sound Community Bingo!

On April 2nd Sherry Fox, from Owen Sound Community Bingo, became the latest **\$100K Gametime Big Win Bingo** winner! Congratulations to Sherry, the staff, and the charity association at Owen Sound Community Bingo.

Following, is a summary of the April 2nd performance.

April 2nd Performance

- Attendance for the **Gametime Big Win Bingo** session was 6,498, which represented a **+74%** increase vs. the same session in 2010. All participating centres reported increased attendance vs. the same session in April 2010. Total attendance increased by 4% vs. March 2011, with 14 centres reporting an increase vs. the previous month.
- As detailed below, there were some variances to the average increase:
 - Two centres grew their attendance between +1% and +20%
 - Five centres reported growth between +21% and +40%
 - Four centres experienced increases of +41% to +60%
 - One centre experienced growth between +61% and +80%
 - Fifteen centres reported +80% increases in attendance, of which **eight more than doubled their attendance vs. year ago.**

- A total of 38,058 strips were played during the April game, and the average number of strips played was 5.9. This average number comprised a low of 3.8 to a high of 8.3.

2011 Performance

Following, is a summary of the 2011 Performance for **Gametime Big Win Bingo**:

Month	Attendance*	Attendance vs. 2010	# of Strips Played	Avg Strips/ Attendance	# of Winners
February	5786	+45%	34,512	6.0	3x\$33,333
March	6254	+56%	37,815	6.0	1x\$100K
April	6498	+74%	38,058	5.9	1x\$100K
Total	18,538	+58%	110,385	6.0	

* Feb = 28 Centres, Mar = 26 Centres, Apr = 27 Centres

May 7th Game

The next event will be held on Saturday, May 7th. Local radio will run in each participating centre's market for the week leading up to this game.

It should be noted that this next event will be cycling the first **Gametime Big Win Bingo** event from 2010; as such, it is anticipated that attendance increases will not reach the levels we have experienced throughout the early part of 2011. We would encourage all participants to actively promote the next game in your centre.

Arrow Games had shipped paper for the May event with the April delivery. Please check your shipment, therefore, to ensure that you received the May paper. If you have any paper issues, please contact your Arrow CSR as soon as possible.

Wishing all of you continued success with **Gametime Big Win Bingo!**

OBDF
Board of Directors