



May 25, 2011

## **Gametime Big Win Bingo Celebrates First Anniversary – and still hits a +10% increase in attendance**

The May 7<sup>th</sup> **Gametime Big Win Bingo** event represented the first anniversary of what has been a very successful initiative!

This month's \$100K winner was Krystle Kelly from Classic III Bingo in Tecumseh. Congratulations to Krystle as well as the staff and Charity Association at Classic III. This latest winner brings the total number of centres that have hosted at least one winner to 16.

Following, is a summary of the performance for both May 7 and YTD 2011.

### **May 7<sup>th</sup> Performance**

- Attendance for the **Gametime Big Win Bingo** session was 5752, which represented a **+10%** increase vs. the same session in 2010. This is significant given that the May 2010 session was the first **Gametime Big Win Bingo** event – and for which attendance was +34% vs 2009. To experience this “growth on growth” is very encouraging.
- As detailed below, there were some variances to the average increase:
  - Ten centres reported flat or decreased attendance vs. May 2010
  - Ten centres experienced attendance increases of +1% to +20%
  - Three centres reported growth between +21% and +40%
  - Two centres experienced increases of +41% to +60%
  - Two centres experienced growth between +61% and +80%
- A total of 34,571 strips were played during the April game, and the average number of strips played was 6.0. This average number comprised a low of 3.8 to a high of 9.1.

### **2011 Performance**

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

<b>Month</b>	<b>Attendance*</b>	<b>Attendance vs. 2010</b>	<b># of Strips Played</b>	<b>Avg Strips/ Attendance</b>	<b># of Winners</b>
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
May	5752	+10%	34,571	6.0	1x \$100K
<b>Total</b>	<b>24,290</b>	<b>+43%</b>	<b>144,956</b>	<b>6.0</b>	

\* Feb = 28 Centres, Mar = 26 Centres, Apr/May = 27 Centres

### **June 4<sup>th</sup> Game**

We will be welcoming the players at Dolphin Bingo, Toronto to the next **Gametime Big Win Bingo** event, which will be held on Saturday, June 4<sup>th</sup>. Dolphin has recently renewed its membership and we look forward to having the staff, charity association, and players at this centre join the game.

Local radio will run in each participating centre's market for the week leading up to this game. Arrow Games will ship paper for the June and July events shortly. Please check your shipment, therefore, to ensure that you receive both months' 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!***

**OBD**  
**Board of Directors**