

March 11, 2011



## **Congratulations to Katherine Hall, Bingo Plus Elliot Lake!**

Katherine Hall, from Elliot Lake, is our latest \$100K **Gametime Big Win Bingo** winner! Congratulations to the winner, the staff (including the Caller, pictured with Katherine) and the charity association at Bingo Plus. This latest win brings the total number of centres that have had at least one winner to 15.

For the March event, there were only 26 centres participating; Harvey's Bingo & Entertainment (Sarnia) closed prior to the March game, and Rainbow Bingo (Huntsville) had severe weather issues that prevented them from holding sessions on March 5<sup>th</sup>.

Following, is a summary of the March 5<sup>th</sup> performance.

### **March 5th Performance**

- **Gametime Big Win Bingo** attracted 6254 players, which represented a **+56%** increase vs. the same session in 2010. In spite of the reduction in participating centres for March, total attendance increased by 8% vs. February 2011
- As detailed below, there were some variances to the average increase:
  - One centre reported decreased attendance vs. year ago (which they attributed to inclement weather)

- Four centres grew their attendance between +1% and +20%
  - Five centres reported growth between +21% and +40%
  - Six centres experienced increases of +41% to +60%
  - Four centres experienced growth between +61% and +80%
  - Six centres reported +80% increases in attendance, of which three more than doubled their attendance vs. year ago. (Note that these are not the same 3 centres that experienced +100% attendance increases in February.)
- A total of 37,815 strips were played during the March game, and the average number of strips played maintained the record high (6.0) that had been established in February. The average number of strips played ranged from a low of 3.7 to a high of 8.7.

## 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
Total	12,040	6	72,327	6.0	

\* Feb = 28 Centres, Mar = 26 Centres

## April 2<sup>nd</sup> Game

The next event will be held on Saturday, April 2<sup>nd</sup>. Local radio will run in each participating centre's market for the week leading up to this game.

Arrow will be shipping paper for the April game within the next few weeks. As per the last shipment, they will be sending the paper for both the April and May games. Please check your shipment, therefore, to ensure that you have received the paper for both months; as always, they will be dated. 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**