



October 31, 2011

Record Number of *Gametime Big Win Bingo* Strips Played in October!

A total of 40,917 strips were played during the October 1st *Gametime Big Win Bingo* event – the highest recorded for a members-only event since the game was launched in May 2010! The lucky player of one of these strips was Santa Hidalgo – who won the \$100K jackpot at Delta St Clair, Toronto. Congratulations to Santa, as well as the staff and charity association at Delta St Clair!

Following, is a summary of the performance for both October 1st and YTD 2011.

October 1st Performance

- Attendance for the *Gametime Big Win Bingo* session was 6924, which was the highest level achieved for a members-only event in 2011 – and the fifth highest attendance since the game was launched in May 2010. (Importantly, the only events for which attendance was higher had 33-40 centres participating.) This level of attendance represented a **+3%** increase vs. the same session in 2010 – which, in turn, had experienced a +53% increase vs. October 2009.
- As always, there were some variances to the average increase:
 - Fifteen centres reported flat or decreased attendance vs. September 2010
 - Nine centres experienced attendance increases of +1% to +20%
 - Three centres reported growth between +21% and +40%
 - Three centres experienced growth between +41% and +100%.
- A total of 40,917 strips were played during the October game, which set a new record for a members-only event! The average number of strips played was 5.9, and ranged from a low of 3.4 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%	37,824	6.0	1x\$100K
April	6508	+74%	38,078	5.9	1x\$100K
May	5752	+10%	34,571	6.0	1x\$100K
June	5850	+4%	35,706	6.1	1x\$100K
July	8325	+15%	46,591	5.6	1x \$100K
August	5748	+6%	33,985	5.9	1x \$100K
September	6223	+1%	36,984	5.9	1x \$100K
October	6924	+3%	40,917	5.9	1x \$100K
Total	57,370	+19%	339,168	5.9	

* Feb/Sept = 28 Centres, Mar = 26 Centres, Apr-June/August = 27 Centres, July = 40 Centres, Oct = 30 Centres

The next event will be held on Saturday, November 5th. Paper for this game was included in the October shipment from Arrow, so please check your supply to ensure that you have everything you require. If you do need anything, please contact your Arrow CSR asap.

All participating centres will receive local radio support during the week of October 31st.

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

OBD
Board of Directors