



March 2, 2011

Gametime Big Win Bingo: Momentum Continues into 2011!

Following its January hiatus, **Gametime Big Win Bingo** returned with a bang on Saturday, February 5th – in spite of the fact that many parts of the province experienced significant snow storms that evening!

Our first event of 2011 produced three winners: Gail Cybulski from Bingo Country Pembroke, Barbara Gogola from Meadowvale Bingo Mississauga, and Joseph Mayer from Valley Bingo Val Caron. While this was the second time that Meadowvale Bingo has had a winner, it was a first time occurrence for both Pembroke and Val Caron – bringing the total number of centres that have had a winner to 14. Congratulations to all of the winners, staff, and charity associations at these centres!

As previously communicated, there are 28 centres participating in **Gametime Big Win Bingo** for 2011, which represents a decrease of five centres compared to 2010. As such, some of the performance metrics are not directly comparable to those reported for the 2010 events.

February 5th Performance

- **Gametime Big Win Bingo** attracted 5786 players, which represented a **+45%** increase vs. the same session in 2010. Since the average increase in attendance for all **Gametime Big Win Bingo** events in 2010 was +44% vs. comparable sessions in 2009, it is clear that this game continues to hold significant appeal for players.
- As detailed below, there were some variances to the average increase:
 - Two centres reported decreased attendance vs. year ago of -1% and -5% respectively
 - Six centres grew their attendance between +1% and +20%
 - Six centres reported growth between +21% and +40%
 - Seven centres experienced increases of +41% to +60%
 - Three centres experienced growth between +61% and +80%
 - Four centres reported +80% increases in attendance, of which three more than doubled their attendance vs. year ago.
- A total of 34,512 strips were played during the December game, and the average number of strips played was a record high this month, at 6.0. The average number of strips played ranged from a low of 3.9 to a high of 8.6.
- While anecdotal, a number of centres have indicated that they are experiencing significant attendance increases for their afternoon and late night sessions on the dates when **Gametime Big Win Bingo** is played. Further, we are receiving feedback that these events are succeeding in attracting a number of first time players.

March 5th Game

The next event will be held on Saturday, March 5th. Local radio will run in each participating centre's market for the week leading up to this game.

The paper for the March 5th game was included with the February shipment, so please check your supplies to ensure that you have received it. If you have any paper issues, please contact your Arrow CSR as soon as possible.

Member Consultations

As previously communicated, we will be conducting member consultations later this spring with respect to the future direction for the OBDF in general and ***Gametime Big Win Bingo*** in particular. In preparation for these consultations, we will be distributing a survey to all members and thank you, in advance, for your cooperation in completing it.

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

OBDF
Board of Directors