



November 16, 2010



Congratulations Meadowvale Bingo!

As pictured above at the official cheque presentation, M. Mardini was the big winner of the November 6th **Gametime Big Win Bingo** event. Congratulations to her and all of the staff at Meadowvale Bingo, Mississauga! The addition of this latest winner means that, since May, 10 of the 33 participating centres from across the province has hosted at least one of our 17 winners.

Noteworthy achievements from the November 6th event include:

- Highest attendance levels to date
- Most number of strips played to date
- Highest number of average strips played per player

Following are details for the November 6th and May-November performance.

November 6th Performance

- **Gametime Big Win Bingo** attracted a record **7507** players, which represented a **+61%** increase vs. the same session in 2009. Since one centre did not run Saturday sessions in 2009, the increased attendance, on a comparable basis, was **+57%**.
- As detailed below, there were some variances to the average increase:
 - Three centres reported attendance declines vs. year ago of -1%, -6% and -17% respectively
 - Two centres grew their attendance between +1% and +20%
 - Six centres reported growth between +21% and +40%
 - Ten centres experienced increases of +41% to +60%
 - Three centres experienced growth between +61% and +80%

- Eight centres reported +80% attendance, of which five more than doubled their attendance
- Overall attendance for November **Gametime Big Win Bingo** was 2% higher than October, with 14 centres reporting improvements to their attendance vs. the previous month.
- A total of 39,199 strips were played during the November game, which represented a record high and a 10% increase compared with October. This increase was a function of both the higher number of players as well as the fact that a number of centres have made **Gametime Big Win Bingo** available on their PBVs. The average number of strips played was also a record high this month, at 5.2, and ranged from a low of 3.2 to a high of 8.4.

May – November Performance

- Following, is a summary of the game's performance since launch:

Month	Attendance vs. 2009*	# of Centres with 100%+ Increase	# of Strips Played	Avg Strips/ Player	# of Winners
May	+34%	3	29,408	4.3	5x\$20K
June	+57%	9	31,413	4.5	1x\$100K
July	+37%	4	27,513	4.4	1x\$100K
August	+36%	3	28,577	4.4	1x\$100K
September	+66%	5	31,939	4.4	1x\$100K
October	+49%	6	35,712	4.8	7x\$14.3K
November	+57%	5	39,199	5.2	1x\$100K
Total	+48%	35	223,761	4.6	17

*31 centres May-Aug/32 centres Sept-Oct

The final **Gametime Big Win Bingo** event for 2010 is scheduled for Saturday, December 4th. If you do not receive your December paper by Monday, November 29, please contact your Arrow CSR. Also, if there are any changes to your emergency contact numbers for the December 4th event, please advise Connie Drossos (obdf@rogers.com) by December 3rd.

There will be one less centre participating in the December 4th event, as Big D Emporium, Windsor has now closed for renovations. We wish them all the best with their renovations and all centres continued success with **Gametime Big Win Bingo!**

OBDF
Board of Directors