



September 16, 2010

Gametime Big Win Bingo sets new records in September!

Congratulations to all centres on **Gametime Big Win Bingo's** record-breaking results for the September 4th event. As detailed below, there were more people in attendance – and more strips played – than for any session held to date.

Special congratulations to the staff and charity association at Delta Uncle Sam's Bingo Palace in Fort Erie and to Wesley Proctor – the latest player to become 'Gametime Rich'!

September 4th Performance

- **Gametime Big Win Bingo** attracted a record 7194 players, which represented a **+71%** 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 **+66%**. Importantly, every centre reported an increase in their attendance vs. 2009 for the September 4th game!
- As detailed below, there were some variances to the average increase, albeit not as broad as seen in previous months:
 - Three centres grew their attendance by +1% to +20%
 - Eight centres reported growth between +21% and +40%
 - Two centres experienced increases of +41% to +60%
 - Six centres experienced growth between +61% and +80%
 - Thirteen centres reported +80% attendance, of which five more than doubled their attendance and one reported a 190% increase!
- Overall attendance for September 2010 was 12.5% higher than August 2010, with 24 centres reporting improvements to their attendance vs. the previous month. This represented the largest month-over-month growth experienced to date.
- A total of 31,939 strips were played during the August game, which represented a 12% increase compared with August and another record broken. The average number of strips played remained fairly flat, at 4.4 and ranged from a low of 3.2 to a high of 6.2.

May – September 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
Total	+45%	24	148,850	4.4	9

*31 centres May-Aug/32 centres Sept

The next **Gametime Big Win Bingo** event is scheduled for Saturday, October 2nd. If you have not received your paper by September 27th please contact your Arrow CSR. Also, if there are any changes to your emergency contact numbers for October 2nd please advise Connie Drossos (obdf@rogers.com) by September 30th.

As demonstrated by the September results, **Gametime Big Win Bingo** has clearly established positive momentum. We would encourage you, therefore, to continue to promote this monthly event in your centre; the OBDP-funded radio will, as always, air during the week leading up to Saturday, October 2nd.

Wishing you another record-breaking month in October!

OBDP
Board of Directors