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MECCA BINGO ANNOUNCES VARIETY SUNSHINE FLYER

Mecca Bingo aims to raise £80k for Variety the Children's Charity in fundraising appeal

Images can be downloaded from [here](#)

Mecca Bingo clubs around the country have teamed up with Variety the Children's Charity in order to help them in their support of children and young people across the UK who are disabled or disadvantaged.

Both renowned British brands have collaborated to create The Sunshine Flyer - a new bingo game costing £1, with 5p from each and every play being donated to the Variety Club of Great Britain in order to fund their incredible work.

The money raised by Mecca Bingo players will be used to provide support to children and young people around the UK who are sick, disadvantaged, or disabled. Players at every Mecca club are being encouraged to play this new charity game so that as much money as possible can be raised, with the aim to reach £80,000.

This incredible target of £80,000 could buy the charity three 14-seater adapted Sunshine coaches, and two accessible 17-seater Sunshine coaches with tail lifts – lifechanging vehicles for the charity and those who use them. The Sunshine coaches make it possible for thousands of children and young people to visit places and experience activities they would otherwise not enjoy.

The Sunshine Variety Flyer launches on Monday July 1st in every Mecca club across the country.

Danielle Roche, Corporate Partnerships Manager at Variety, said: *"We are incredibly honoured to be working alongside Mecca Bingo and to have a renowned British brand supporting Variety the Children's Charity this year."*

"We are confident Mecca players will enjoy the brand-new Variety Sunshine flyer game, and with their help, we are sure we will reach our £80,000 fundraising target which will provide essential funds for the charity to continue amazing work throughout the country."

Miles Baron, Chief Executive of the Bingo Association, said:

“I would like to thank Mecca Bingo for the incredible support and generosity of their customers and staff in raising money for our chosen charity, Variety the Children’s Charity by way of a special charity Bingo Game played in all their venues.

This charity bingo game is a great initiative by Mecca Bingo and will help The Bingo Association reach its fundraising target for this year. Bingo clubs across Britain have already raised over £1.3 million for Variety in the past four years – a truly incredible amount – and it is brilliant to see that this money has such a fantastic, direct impact on improving the lives of thousands of sick and disadvantaged children around the UK.”

To attend a Mecca Club, you do need to be aged 18 years or over and be a customer of Mecca Bingo. Joining is free of charge and you can sign-up at www.meccabingo.com or at a club.

-ENDS-

For more information contact meccabingo@stripecommunications.com

Notes to Editors

About Mecca

Owned by the Rank Group Plc, Mecca is one of the largest Bingo and Slots operators in the UK. Mecca provides popular games, fun and entertainment through its 82 clubs and via Meccabingo.com online and mobile channels.

Strictly over-18s only. Please bet responsibly. www.begambleaware.org

For further information on the clubs and online via: www.meccabingo.com