

Gala Bingo makes donation to the Sue Ryder Care



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Press Release Summary: Money raised through Mrs Obamas Bingo game on Gala Bingo helps raise £20,000 for Sue Ryder Care in just 10 hours of play

Press Release Body: Gala Bingo has revealed that it will match the money raised for Sue Ryder Care by its online 'Mrs Obama's Bingo' game.

The game was launched by Kezia Obama (67), stepmother of US President Barack, to celebrate his success in the US elections. In the ten days (15-23 January) that the game was live for one hour each evening, 'Mrs Obama's Bingo' raised £10,000 for charity - with [Gala Bingo](#) set to equal this donation and take the total up to £20,000.

Gala Bingo's head of marketing, Clive Cottrell, said: "[Mrs Obamas Bingo](#) game was just one of the ongoing activities being undertaken by Gala Coral Group to meet our target of raising £1million by 2010 for Sue Ryder Care."

On her return from Barack Obama's inauguration ceremony in Washington, Mrs Obama's work for the [online bingo](#) company was being lauded by Sue Ryder's chief executive, Paul Woodward. He said:

"We're thrilled that www.galabingo.com's recent initiative has raised such a fantastic amount of money for us.

"On behalf of the charity, I'd like to extend a sincere thanks to everybody involved, and to www.galabingo.com for their ongoing support."

He further pledged that all monies raised will go directly to helping the charity continue to deliver expert and compassionate care to people living with conditions including cancer, strokes, Multiple Sclerosis and Acquired Brain Injury.

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About Gala Bingo
www.galabingo.com is part of Gala Coral Group's Remote Gambling division. This division is responsible for the development, management and operation of the Group's E-Commerce activities in the UK and worldwide through Coral.co.uk, Eurobet.com, galabingo.com and Galacasino.co.uk.

The division also operates Coral Telebet, the telephone betting business and is the UK's first operator of digital interactive televised bingo by pushing the red button on Gala TV (Sky channel 861).

About Sue Ryder Care
Sue Ryder Care is a leading healthcare charity providing specialist palliative, neurological and community-based services. The charity provides expert and compassionate care for people living with serious illnesses and conditions, as well as their families and loved ones.

Web Site: <http://www.galabingo.co.uk/>

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