

Client: St Minver
Source: New Media Age (Main)
Date: 13 April 2006
Page: 5
Circulation: 7056

ICIS
business
communications

IN BRIEF

Butlins uses bingo to raise money for cancer

Holiday company Butlins has launched an online bingo game to raise money for The Everyman Centre's research into testicular cancer. White-label gaming provider St Minver provided the gaming technology for the site, which also aims to develop closer relations between Butlins and its customers through features including a forum and health advice for men. The Institute of Cancer Research, which runs The Everyman Centre, aims to raise awareness of testicular cancer by informing Butlins' 1.3m customers on how to check for the disease.

**lcr.ac.uk/everyman
butlinsbingo.com**