



NEWS WE USE!

PLAYING bingo can boost your bank account — and your brain power!

Exciting new scientific research proves the super social grid game can even add years to your life as well as help you beat depression and restore your will to live.

So if you're lonely, have the blues or feel isolated this winter, just grab a few markers and get to the nearest bingo game — it'll hit the spot!

A study in the American Journal of Alzheimer's Disease & Other Dementias found bingo provides highly therapeutic mental stimulation to people with cognitive disorders.

Harvard researchers agree! A study of 123,000 subjects concludes that brain games, along with eating

BINGO BOOSTS YOUR BRAIN!

The game's great for memory, coordination — and beating depression

healthy, exercising, consuming moderate amounts of alcohol and not smoking can add a decade to your life!

The mix of challenges — memorizing numbers and patterns, problem-solving, time pressure and even chatting with other players — makes bingo effective. The game helps maintain cognitive function, improves reaction times, increases concentration, improves mood, releases stress, improves hand-eye coordination and helps prevent Alzheimer's and dementia!

Although you don't have to remember numbers during a game, your brain is being bombarded with lots of information in a short span of time, and it needs to work hard to focus on the task at hand. The result? A brain that's more capable

of remembering small bits of information for longer periods of time!

In fact, as explained by Julie Winstone, of Southampton University, concentration has been shown to decline with age, but bingo helps people "sustain their attention for longer."

Still, the most important aspect of bingo — and one that gets lost in the online realm — is its entertainment value and outlet for social interaction!

Live bingo, the kind you do with others around you, is a way for friends to meet. And since the game moved onto the internet, all of the major operators have worked hard to ensure there is still a social element!

So, if your elderly parent, grandparent, neighbor or friend asks you to play bingo, you can do so knowing you are providing a form of therapy — and can maybe even score a cash-back bonus!