

# Barack Obamas step mother launches new charity game on galabingo.com

Submitted by: pr-sending-enterprises

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galabingo.com, part of Gala Coral Group, announces that Barack Obama's step mother, Kezia Obama, is launching a new online charity bingo game to help raise money for Sue Ryder Care.

The bingo fan, who is from Bracknell, Berkshire, is to have her own dedicated online bingo game (<http://www.galabingo.com/obamabingo/>) called 'Mrs Obama's Bingo' which will feature on leading gaming site galabingo.com (<http://www.galabingo.com/>) from 14-23 January 2008.

The new game has gone live just as Mrs Obama prepares to fly out to join her President-in-waiting stepson Barack in Washington DC for his Inauguration on 20 January 2009. She will be taking part in all the Obama family celebrations and activities.

Mrs Obama said: "I am delighted to help galabingo.com raise funds for the Sue Ryder Care charity. It is a really positive way of celebrating Barack's Inauguration. And I am very excited about seeing Barack again in Washington."

To add to the excitement, Mrs Obama will introduce the online game (<http://www.galabingo.com/obamabingo/>), which is taking place between 8pm and 9pm weekdays and 7pm and 8pm at the weekend in the City Club section of galabingo.com (14-23 January).

For every £1 spent on ticket sales for the 'Mrs Obama Bingo' game, galabingo.com will donate 10p to Sue Ryder Care.

Gala Coral Group selected Sue Ryder Care as its group charity in July 2008 after an employee vote showed overwhelming support for the charity. Sue Ryder Care provides expert and compassionate care to people living with conditions including Cancer, Multiple Sclerosis, Stroke and Huntington's Disease. Through a number of ongoing initiatives Gala Coral is aiming to raise £1million by 2010 to help the charity continue to provide care that liberates lives in 14 care centres and community-based services across the UK.

Paul Woodward, Chief Executive at Sue Ryder Care, said: "It's great news that Mrs Obama has decided to lend her support to help raise vital funds for Sue Ryder Care. We hope as many people as possible get involved and join in the fun. By supporting Sue Ryder Care in this way people across the country can help us make a real difference to the lives of thousands of people we care for each year."

Notes to editor:

Mrs Obama is happy to do media interviews for print, broadcast and online media.

To make interview arrangements please contact Sarah Jenkins and Lennie Potheary at Paul Ridley Limited: 020 7397 0500

About Gala Bingo (<http://www.galabingo.com/>)

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, our 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.

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