

WhichBingo UK 'Online Bingo Site Of The Year' 2012 Voting Now Open

Submitted by: Focus Online Management Ltd

Monday, 3 December 2012

Voting has opened in the annual WhichBingo (<http://www.whichbingo.co.uk> (<http://www.whichbingo.co.uk>)) Site of the Year Awards.

The Awards are celebrating their tenth anniversary and are recognised as one of the most prestigious accolades in the online bingo industry.

In total there are four awards up for grabs; 'Site of the Year', 'New Site of the Year', 'TV Advert of the Year' and 'Promotion of the Year'.

The inaugural WhichBingo Site of the Year Awards were held in 2002. The Awards are designed to highlight the quality, excitement and entertainment value of online bingo sites in the UK.

With each passing year competition in the online bingo industry increases, with over 30 new bingo sites (<http://www.whichbingo.co.uk/new-online-bingo-sites/>) joining the market in 2012. In total there are currently 343 active bingo sites in the UK, which makes winning an award highly prestigious.

Founder of WhichBingo UK, Phil Fraser, said:

"Not only are bingo sites vying against each other for new players, they now have the added competition of mobile and Facebook games. This has led to significant innovation throughout the industry and led to more choice, better promotions and greater rewards for bingo players."

With voting opening on December 1st, online bingo sites throughout the UK have already begun campaigning for votes from their players. The Awards offer players the chance to voice their appreciation for the sites they feel deserve recognition for their achievements during the previous 12 months.

Last year's award for 'Site of the Year' was won by Ladbrokes Bingo. Robert Lee, Bingo Manager at Ladbrokes Bingo, said:

"As the longest standing annual awards in the industry we were very proud to have been given this recognition for a second time in three years."

The 'New Site of the Year' award went to Bingocams UK. Vikki Taylor, Marketing Manager at Bingocams UK, said:

"Winning New Bingo Site of the Year in 2011 was a great achievement for Bingocams UK. As it is voted by bingo players themselves the award meant even more to us. Being associated with such a trusted brand as WhichBingo.co.uk in our second year gave our marketing efforts a real boost."

Bingo players can vote for their favourite online bingo sites until Sunday, 6th January 2013.

An announcement regarding the winners of the awards will be made in the following days.

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About WhichBingo

WhichBingo.co.uk is the largest directory of UK bingo sites.

Which Bingo recommends a new website for online bingo players to check out every month on the bingo Site of the Month feature and provides comprehensive advice on the best places for free online bingo games. New sites are added to the WhichBingo directory all of the time and <http://www.whichbingo.co.uk> is also a great place to visit to keep up-to-date with all the latest bingo news.

For further information please contact Phil Fraser;
email: phil [at] whichbingo.co.uk office: 0113 393 0500