

## **BINGO TAX CAMPAIGN SHORTLISTED FOR CIPR PUBLIC AFFAIRS AWARD**

Luther Pendragon's work with the Bingo Association has been shortlisted for the 2010 CIPR Public Affairs Excellence Award. The Excellence Awards recognise and reward best practice in public relations throughout the UK and acknowledge personal and team achievement at the highest professional level. This year the Chartered Institute of Public Relations Excellence Awards received over 750 entries across the 27 award categories.

Luther Pendragon has worked with the Bingo Association to highlight to the Government and the wider political establishment the negative effect that unfair taxation is having on bingo clubs in the UK.

The campaign utilised The Bingo Association's large constituency footprint to gain support from cross-party MPs and Government departments to lobby HM Treasury. This resulted in over 80 MP visits, a postcard campaign, a demonstration outside parliament, written and oral questions in parliament, EDM's (one with 132 signatures) and numerous debates. The Prime Minister met with the industry and a host of Ministers including the Chancellor and Foreign Secretary all visited their local bingo clubs.

In the 2009 Budget the campaign hit success as the Government scrapped double taxation of bingo. However, the levels of Bingo Duty were raised and so the campaign was stepped up for a further six months, resulting in a reduction in bingo duty at the Pre-Budget Report from 22 to 20% in addition to the previous scrapping of VAT on bingo.

CIPR Acting Director General Ann Meador said: "Congratulations to this year's finalists. It's great to see the profession rise to these challenging times to produce such outstanding work."

The Chartered Institute of Public Relations is the professional body for PR practitioners in the UK. With over 9,500 members, involved in all aspects of the public relations industry, it is the largest body of its type in Europe. The CIPR advances the PR industry in the UK by making its members accountable through a code of conduct, developing policies for the PR industry, representing its members, and raising standards through education and training. For further information, visit [www.cipr.co.uk](http://www.cipr.co.uk)

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