

# Gala Bingo Online Launches Fundraising Everest Game



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Gala Bingo is launching a fundraising Everest game to support its team of intrepid employees who are gearing up to trek to Everest Base Camp for charity in October.

It is hoped the extreme challenge, which will see a 24-strong team of employees trek 75 miles and ascending 2700 metres up the world's highest mountain, will raise £100k for Gala Coral's group-wide charity Sue Ryder Care.

The Everest trek is just one of a number of ongoing initiatives by Gala Coral Group, that aims to raise £1million by 2010 for the charity, which provides expert and compassionate care to people living with conditions including cancer, multiple sclerosis, stroke and Huntington's Disease.

The game started on 27 August and runs for eight weeks, with 10% of ticket sales from the new Everest [online bingo](#) game going towards the fundraising total. The game takes place weekly on a Thursday evening at 19.25 (GMT).

Paul Woodward, chief executive at Sue Ryder Care, said: "We're delighted that a group of employees have volunteered to trek to Everest Base Camp to help raise vital funds for Sue Ryder Care. We hope as many people as possible support their fundraising effort through the dedicated [bingo game](#). By supporting Sue Ryder Care, people across the country help us make a real difference to the lives of thousands of people we care for each year."

The adventurous trek, which can cause mountain altitude sickness, DVTs and dehydration, will commence at Lukla on October 16 and finish at Everest Base Camp on November 3.

ENDS

**About**

**Gala**

**Bingo**

[Gala Bingo](#) 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. Sue Ryder provides four million hours a year of expert and compassionate care and support for people living with serious illnesses and conditions, as well as their families and loved ones. Sue Ryder enables people living with illnesses such as cancer, motor neurone disease, Multiple Sclerosis and Huntington Disease, to get the best from their lives. Sue Ryder believes that everyone who needs our expert care should be able to receive it and live their lives with dignity, independence and free from pain. [www.suerydercare.org](http://www.suerydercare.org)

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