



P R E S S R E L E A S E

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World's Biggest Pub Quiz attracts close to 1,000 pubs – and counting!

Fundraising packs for the World's Biggest Pub Quiz will be arriving over the next few weeks at the 970 pubs, bars and clubs across the country who have already registered for this popular event, running between 3-7 March.

Organisers PubAid are urging more licensees to sign up now for the quiz, which is completely free of charge and offers a great way to attract customers into the pub, as well as supporting charities, including official charity partner Prostate Cancer UK. Pubs who register will receive a fundraising pack containing two sets of quiz questions, posters and social media assets to encourage customers to come along and join in. To sign up, visit: www.worldsbiggestquiz.pubaid.com.

The World's Biggest Pub Quiz is now in its fourth year and has seen participation from pubs, bars and clubs and their customers grow over the past three years, along with an increase in the amount raised for charity. Last year, 1,500 pubs took part and the three quizzes together have raised an impressive £405,000 for hundreds of charities.

Co-founder of PubAid, Des O'Flanagan, said: "We're delighted with the response to the quiz so far, and we're confident many more pubs will register before March. The quiz is easy for pubs to host, a lot of fun for the customers who take part, and a great way to support a charity. It's a genuine no brainer!"

One of the first pubs to sign up to this year's quiz is Will Shaw, licensee of The Crown in Sydenham, Oxfordshire. He said, "This will be the third time we've run the World's Biggest Pub Quiz. It's been a great event for us, with 60 people taking part last year on a Sunday night – a session we're not usually open for, so it delivered incremental sales.

"This year, we're running it on the Sunday night again, and offering customers a package including a meal as well as the quiz and a charity contribution. We've already sold about 50 tickets, so we're confident we'll have a full house on the night, and will raise a good sum for charity as well."

The quiz is scheduled for 3-7 March, but the organisers stress that this window is a guideline, not a requirement and pubs who want to take part but can't run the quiz during that week are welcome to run it at any other time in 2019. Pubs are encouraged to support official partner Prostate Cancer UK, but are also free to support another charity of their choice.

Gabriella Bailey, Interim Director of Fundraising at Prostate Cancer UK said: "We have lots of pubs already signed up to support Prostate Cancer UK at the World's Biggest Pub Quiz which is fantastic and shows how popular this event is.

"Through supporting Prostate Cancer UK in this way, pubs are not only helping us raise funds for vital research, but it also allows us to reach even more men with an important health message. We encourage as many pubs, bars and clubs as possible to sign up, join in the fun and help us stop prostate cancer being a killer."

Caption to attached image: PubAid co-founder Des O'Flanagan (right) presents a World's Biggest Pub Quiz pack to Will Shaw, licensee at the Crown Inn, Sydenham, Oxfordshire

[ENDS]

For further information, please contact:

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Notes to Editors

About PubAid

PubAid is a working party created in 2009 to highlight the work done by UK pubs for charity, sharing the message that UK pubs raise over £100m per year.

The PubAid Steering Group is led by co-founder Des O'Flanagan and includes a number of well-known figures from the pub world, who lend their time and other resources to help spread the positive messages about pubs' role at the heart of their communities.

About Prostate Cancer UK

Prostate Cancer UK leads the fight against prostate cancer. We fund ground-breaking research, drive improvements in treatment, and fight injustice in care. Now we've set ourselves the toughest challenge yet: to stop prostate cancer being a killer.

Through shifting the science over the next 10 years to focus on radical improvements in diagnosis, treatment, prevention and support, we can make prostate cancer a disease the next generation of men need not fear.

Key headline statistics

- 11,000 men die from prostate cancer in the UK each year. That's one man every forty-five minutes.
- It's the most common cancer in men, with 400,000 living with and after the disease in the UK. 1 in 8 men in the UK will be diagnosed with prostate cancer. The stats are 1 in 4 in black men.
- Prostate cancer is set to become the most commonly diagnosed cancer of all in the UK in 2030 - which is why we must all act now to curb its power to kill.
- Prostate cancer treatment often causes devastating, long term side-effects. Incontinence and erectile dysfunction strike at the heart of what it means to be a man.
- Anyone with concerns about prostate cancer may contact Prostate Cancer UK's Specialist Nurses in confidence on 0800 074 8383 or online via the Live Chat instant messaging service: www.prostatecanceruk.org. The Specialist Nurse phone service is free to landlines and open from 9am to 6pm Monday to Friday with late opening until 8pm on Wednesdays. Visit www.prostatecanceruk.org now to help beat this disease.