

GAMESTEC JOINS PROUD OF PUBS CAMPAIGN

Leading gaming group key sponsor of industry promotion

Gamestec Leisure, the leading player in the UK gaming and amusement machines sector, is reaffirming its commitment to the pub trade by becoming a major sponsor of the The Publican's 'Proud of Pubs' 2008 Campaign.

The initiative aims to showcase the work pubs are doing in their communities, highlight best practice, and show a productive side of the licensed trade industry to the national media during Proud of Pubs week (July 13th -20th).

As part of the week, Gamestec is producing a guide to help pubs make the most of their entertainment facilities such as gaming machines and pool tables.

Adrian Ah-Chin-Kow, Commercial Director at Gamestec, comments:

"It was an easy decision to support the Proud of Pubs campaign as we are the leading entertainment games provider for the licensed trade and want to support our core market.

"Gamestec is looking to keep the pub trade at the heart of the business even though the licensed trade industry has struggled in the face of legislation and changing customer behaviour.

"Proud of Pubs week is about celebrating innovative licensees who are finding new ways to bring people into their pubs and are engaging with their local communities. We work with many such pubs creating events like digital gaming competitions, pool tournaments and community events."

The campaign launch by pub trade magazine *The Publican* has received heavy-weight backing from the British Institute of Innkeeping, Association of Licensed Multiple Retailers, British Beer & Pub Association, Federation of Licensed Victuallers' and the Parliamentary All-Party Parliamentary Beer Group.

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