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Dear National Bridge Organisation,



My name is Samantha Punch and as an international bridge player and Professor of Sociology at the University of Stirling I'm writing to ask for your help to 'Keep Bridge Alive.'

Today, fewer people are playing bridge and there is a fear within our bridge community that the game will become extinct if we don't recruit a new generation of players. I am dedicating the next 15 years of my academic career to establishing and developing a new academic field: the Sociology of Bridge.

At the University of Stirling we have launched the global 'Keep Bridge Alive' campaign to develop the Sociology of Bridge and contribute to the sustainability of the game. The campaign will run from 4 February to 31 March 2019.

I would like to ask for your help and financial support for this special project:

- By considering a donation to the 'Keep Bridge Alive' campaign and encouraging your members to support the campaign. We have attached a leaflet with further information together with a donation form or alternatively you can donate online to our Crowdfunder: <https://www.crowdfunder.co.uk/u5c0e5e7810869>
(if you select the amount in pounds, the credit card will be charged in your national currency – for example, £100 is 115 euros)
- You will also find attached further information on the campaign, which I would greatly appreciate if you could post on your website/newsletter?
- Please do encourage donations as well as to share posts on Facebook and retweet on Twitter to help us promote the campaign. I personally will be posting a lot on Facebook, profile Samantha

Punch and would be happy to connect as a 'friend'. I will also be posting on Bridge Winners so please like/share the posts so that we can generate interest.

By supporting the 'Keep Bridge Alive' campaign, your Bridge Organisation would make a significant difference to raising the profile of bridge more widely in society and will help us to attract more players to what we know as the best card game in the world.

The money raised will go towards funding two part-time researchers to work alongside me. This new research team will explore interactions within bridge regarding well-being, healthy aging and social connection. We will also produce a library of accessible materials aimed at different audiences, including schools, to encourage growth of the game and help shift the image of bridge.

The Keep Bridge Alive team will develop different resources targeted at children, young people, parents, schools, universities, families and workplaces to increase participation in bridge. Ultimately, we aim to launch a global collaborative research project focusing on the benefits that bridge contributes to health and well-being, leading to the long-term sustainability of the mind sport.

Any contribution you or your organisation feels able to make will be put to good use. I'm keen to find ways we might work together to keep the card game of bridge alive. So please feel free to start a connection.

I hope you will want to be part of this and I look forward to hearing from you.

Many thanks for your consideration,



Professor Samantha Punch

For further information: <https://www.crowdfunder.co.uk/u5c0e5e7810869>

www.sociologyofbridge.wordpress.com

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