



BridgeisCool.com Press Release

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Memphis, Tenn. — What do members of Radiohead have in common with Sting and Bill Gates?

All are hooked on Bridge or MiniBridge, one of the fastest growing card games among young people worldwide. Once viewed as something only for your grandmother, today Bridge and MiniBridge – the hip, fast card game sweeping Europe and new to the United States – are growing in immense popularity as card games permeate high school clubs, college dorm rooms and the homes of young people in their twenties.

To keep up with the soaring trend, the American Contract Bridge League today unveils BridgeisCool.com, its new web site aimed at high school and college students and young people in their twenties. The site (www.bridgeiscool.com), which has been tested extensively for ease of usage and preferred content, is step one in building a national and international community of young bridge players.

And this isn't your parent's kind web site. It includes a 30-second video, downloads on how to play Bridge and MiniBridge, sign ups, information and much more. Check it out – Bridge is Cool.

“Bridge is too often viewed as something your grandmother does,” said Linda Granell, Director of Marketing for the ACBL. “But what our survey research shows is that young people – elementary school through age 26 – are excited about card games that are challenging, intellectually stimulating, team oriented and fun.”

“What we are attempting to do is repackage Bridge and MiniBridge so young people give it a look,” said Granell, the ACBL's first marketing director. “And what we have found is astounding. MiniBridge is viewed by young people as fast, fun and new, while Bridge is perceived as challenging, intellectually stimulating and immensely enjoyable.”

To learn more about young people playing bridge, high school and college teams in your area and other resources, call us.

And remember: Bridge Is Cool. Check it out.