

Bridge – a mind sport for all ages

The Sociology of Bridge is a research project and an emerging academic field that explores interactions within the mind sport, well-being, transferable life skills, mental health and social connection. Playing bridge encourages clear thinking, boosts self-esteem, facilitates partnerships, trust and cooperation, and contributes to intergenerational community building.

In summary, Keep Bridge Alive aims to:

- Promote the social benefits of bridge
- Support an intergenerational approach to learning and playing bridge
- Develop bridge in schools, universities, libraries, workplaces and community centres
- Establish resources to support widening access to bridge
- Embed bridge into strategies for combatting social isolation and loneliness

The global Keep Bridge Alive campaign aims to publicise the benefits of bridge beyond the bridge world. Join us in making a difference to the bridge community by showing others the exciting, challenging and life-enhancing nature of bridge. The Keep Bridge Alive Pro-Am is the only charity bridge Pro-Am that is giving back to the game itself.

Programme of work

- **Phase 1:** Publish academic papers (four currently under development) and establish the sociology of mind sports as a new area of teaching and research
- **Phase 2:** Develop a global Keep Bridge Alive network to share best practice and ensure effective use of academic research within the bridge community
- **Phase 3:** Create accessible resources from the research findings for different groups such as teachers, parents, employers, policy-makers and children
- **Phase 4:** Conduct new research within the bridge community to co-develop solutions and roll out practical projects for sustaining bridge

Our research partners



All profits from the Pro-Am will go directly to pay the part-time researchers who work with Professor Samantha Punch, as UK universities no longer fund research, relying instead on increasingly limited external funding.

The University of Stirling is a registered charity (no SCO 011159) and Keep Bridge Alive is a charitable project that sits within the University.

The Worshipful Company of Stationers and Newspaper Makers

The Stationers' Company originated in 1403 when the text-writers who made copies of books and the 'lymners' who illuminated them, petitioned the Lord Mayor of London to join in a single trading company with a warden from each craft to oversee their affairs. They set up stalls in St Paul's Churchyard - hence the term 'stationer' as opposed to those operating as itinerant vendors.



Venue address: Stationers' Hall, Ave Maria Lane, London EC4M 7DD

Victoria Coren Mitchell



Victoria Coren Mitchell is the host of *Only Connect* on BBC Two, and *Heresy* and *Women Talking About Cars* on BBC Radio Four. She currently writes a weekly column about television for the *Saturday Telegraph*. She has also written three books, including *For Richer, For Poorer: Confessions Of A Player* which is her poker memoir. Victoria was the first woman to win a championship title on the European Poker Tour, and currently the first and only person of any gender to win two of them. We are delighted she is playing in the Keep Bridge Alive Pro-Am Pairs. You will also have the chance to ask questions of Victoria on the evening in a special Q&A.

"Bridge is condensed life. You need to solve a variety of problems, make a huge number of decisions and face emotional ups and downs. The social aspect of bridge - interacting with your partner and opponents - is also challenging and rewarding. It's a wonderful game. Live it."

BOYE BROGELAND
Norway




Keep Bridge Alive

UNIVERSITY of
STIRLING 

BRIDGE

A mind sport for all ages



BE THE DIFFERENCE

Keep Bridge Alive Pro-Am

20 February 2020, Stationers' Hall, London

The University of Stirling is delighted to offer you the chance to be a part of a unique bridge experience. Featuring a special guest appearance by Victoria Coren Mitchell you will have the chance to play, dine and network with world class bridge players, in the setting of one of London's historic hidden gems, Stationers' Hall, Grade I listed building completed in 1673.

By joining us at this special event you will contribute to the wider recognition of bridge as a fun and meaningful mind sport with positive lifelong impacts on brain fitness and healthy ageing.

The Keep Bridge Alive Pro-Am provides an exclusive opportunity to partner a world class player in a world class field. Bid for the chance to play with an International or UK expert from the world of bridge; an exciting opportunity for keen bridge enthusiasts. Furthermore, it is a great opportunity to 'sponsor a junior to play' and help raise the profile of bridge as an intergenerational game for young people and families.



The auction

Available for auction are experts from USA, Ireland, Germany, Norway, Denmark, Bulgaria, and the UK. The auction will be held online. It opens on 4 November 2019 and ends on 7 February 2020 at noon.

The Pro-Am dinner and tournament

The Pro-Am on Thursday 20th February starts with a drinks reception at 6pm, followed by a buffet dinner and wine, and then the tournament itself. The event concludes around 11pm with a raffle and prize giving, with prizes for newcomers to tournament bridge. The bar is open for mingling with the experts until midnight.

Sociologyofbridge.wordpress.com

[@soc_of_bridge](https://twitter.com/soc_of_bridge) [Keep Bridge Alive Pro-Am Pairs](https://www.facebook.com/KeepBridgeAliveProAmPairs)

The experts

Sabine Auken	David Gold	Andrew McIntosh
David Bakhshi	Marusa Gold	Barry Myers
Mike Bell	Irving Gordon	Shahzaad Natt
Sarah Bell	Ben Green	Tom Paske
Dennis Bilde	Barbara Hackett	Steve Root
Sally Brock	Fredrik Helness	Neil Rosen
Boye Brogeland	Thor Erik Hoftaniska	Norman Selway
David Burn	Alex Hydes	Victor Silverstone
Simon Cope	Ed Jones	Stefan Skorchev
Willie Coyle	Gary Jones	Nicola Smith
Peter Crouch	Phil King	Les Steel
Jeremy Dhondy	Glyn Liggins	Simon Stocken
Espen Erichsen	Liz McGowan	James Thrower
Joe Fawcett	Zia Mahmood	Tom Townsend
Tommy Garvey	Artur Malinowski	Roy Welland

Be part of this fabulous evening

Three ways to bid for a partner:

- Online: visit bit.ly/2LTRWA6 and choose from amongst the players who have kindly volunteered their time for this prestigious event. Bids can be made online. jumblebee.co.uk/keepbridgealiveproam20february2020
- Email to philanthropy@stir.ac.uk
- Phone **01786 466 029**

Bidding starts from £275. All successful bids entitle the partnership to the reception drinks, dinner and wine, and taking part in the Pro-Am bridge tournament, eligibility for prizes, and a donation to the KBA project. The auction closes on Friday 7 February 2020 at noon.

Special premium sponsor package

To reward the generosity of our premium sponsors, we can offer them a package which includes publicity surrounding the event. The sponsors of the event have the right to a partner of their choice, thus precluding that player from the auction. Please contact hazel.mcilwraith@stir.ac.uk for details.

Play with a junior

We are delighted to offer the opportunity to play with up and coming junior players, who have made an impact at national and international level, for their age and category. If you'd like to do this, then the fee is fixed at £300. This includes the same benefits as described in the "Pro-Am dinner and tournament". Please get in touch by email or phone.

Cannot play on the day, but would like to be a patron?

- Support the KBA work by sponsoring a junior to play at the event with one of our invitees (e.g. from EBL and WBF): £200. This is a great opportunity to help raise the profile of bridge as a mind sport for all ages.
- Consider bidding for a player and gifting the entry.
- If you are unable to join us, you can always make a donation to the campaign bit.ly/35dqvsC (or search for 'Keep Bridge Alive Campaign'). The University also accepts charitable donations via cheque or bank transfer by emailing philanthropy@stir.ac.uk or phone **01786 466 029**.

For Keep Bridge Alive Pro-Am Auction Terms and Conditions visit bit.ly/2LTRWA6



"Razor-sharp thinking. Intriguing psychology. Social powerhouse, complete digital detox. Just 52 cards."

SABINE AUKEN
Germany

