



10th Anniversary



**BRIDGE FOR
BRAIN RESEARCH
CHALLENGE**

1 – 7 May 2013

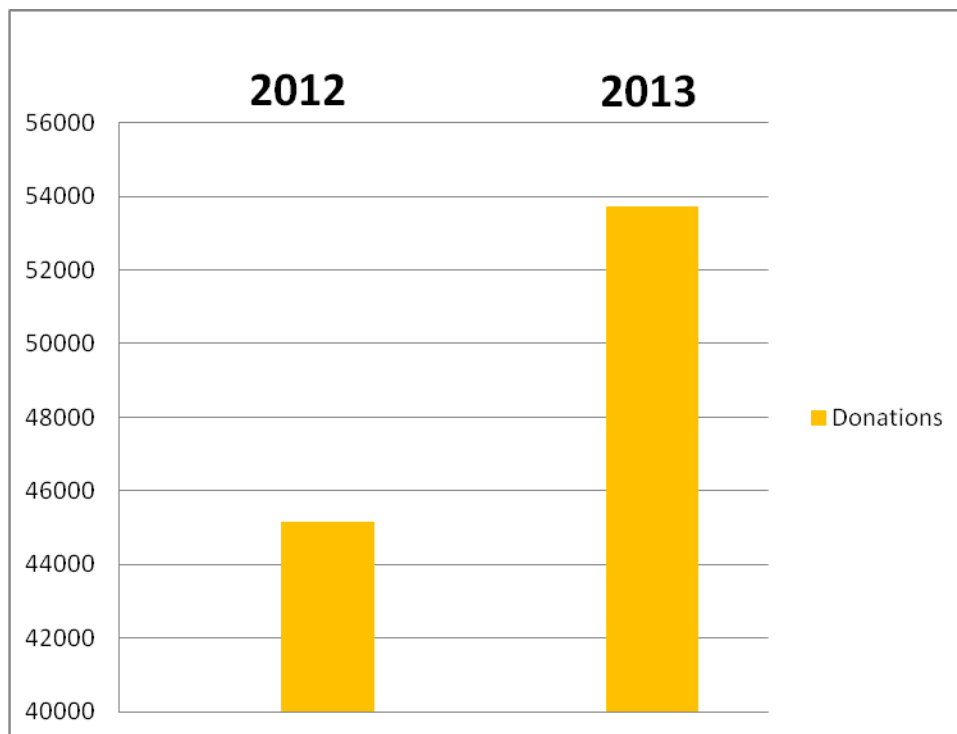
Supporting

**Neuroscience Research Australia
Alzheimer's Disease research**

Fundraising

The 2013 Challenge raised **\$53,717** for research into Alzheimer's and other dementias.

This is the best fundraising result ever!



This year the Challenge once again promoted as having no entry fee with a greater focus on fundraising and media.

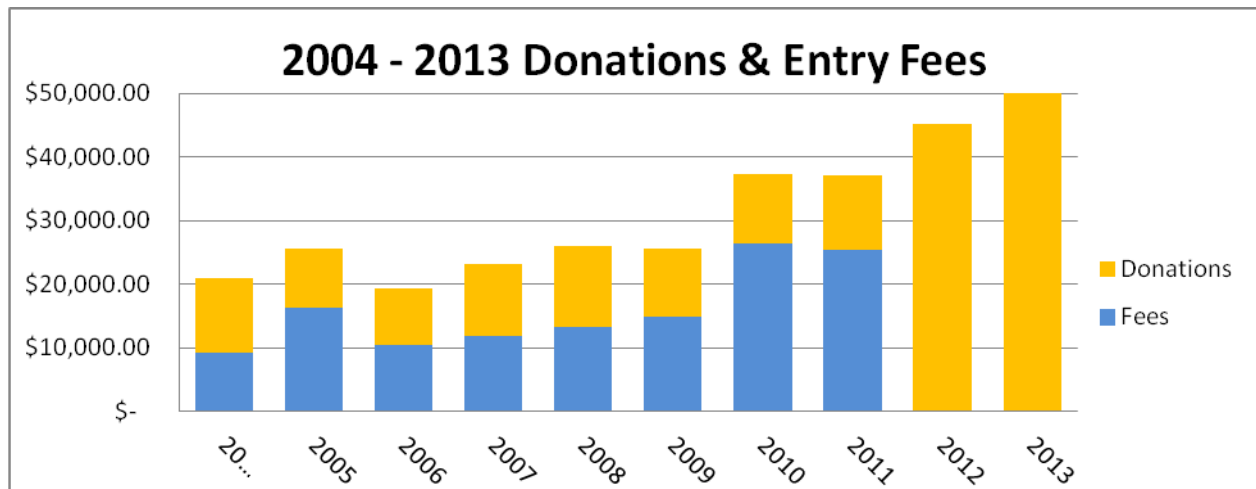
Our aim was to insure that all participating clubs and players better understood who they were supporting and why and received local recognition via local press for their support of NeuRA.

We also encouraged individuals to support the cause by providing individual donation envelopes, taking the emphasis away from the clubs administration allowing individuals to choose to support the event and NeuRA.

Overview of Funds Raised

Since 2004 the Challenge has raised over **\$316,275** towards research to finding treatments and ultimately a cure for Alzheimer's and other dementias.

Bridge for Brain Research Challenge year by year comparison



*2004 was held as a test event in NSW only

Participation

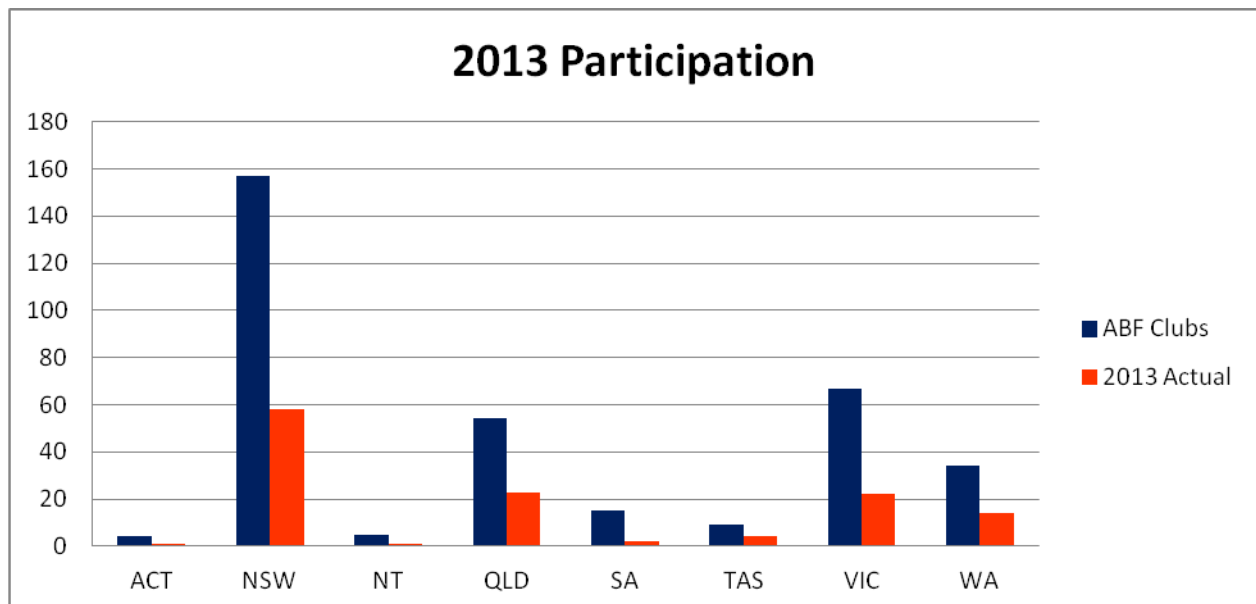
Breakdown Nationwide

Nationwide Participation 2013

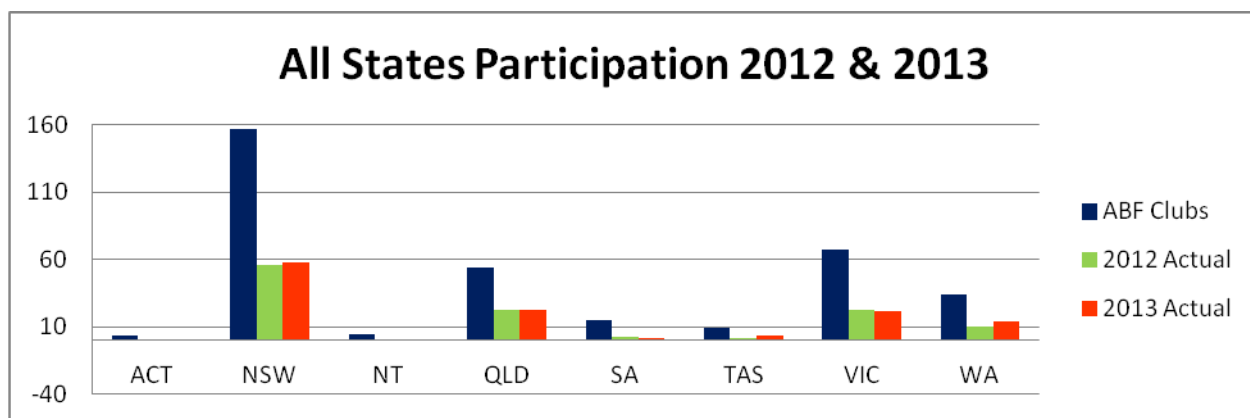
In 2013 the number of clubs that registered to participate in the Challenge was 122, with 119 clubs going on to participate and send in donations.

There are currently more than 330 ABF registered/affiliated clubs, at this stage the challenge is receiving support from less than 37% of those clubs.

Even with the success of the event in 2013 we see there is still opportunity to grow the event in 2014 and beyond.

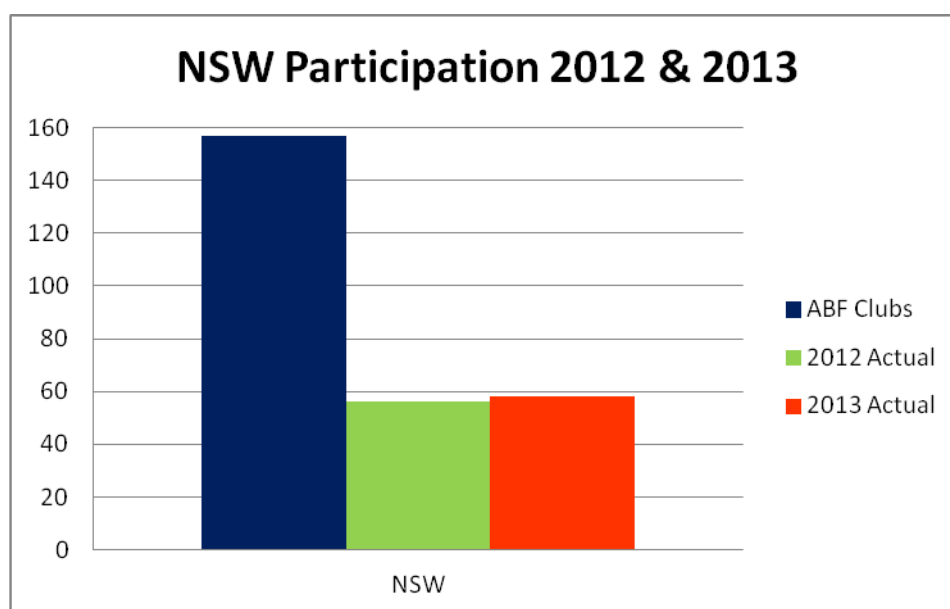


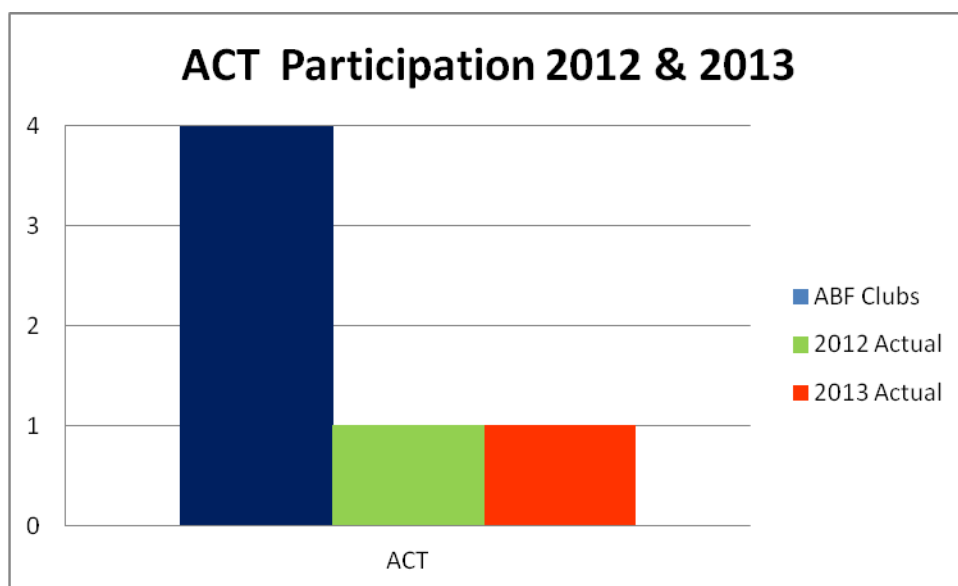
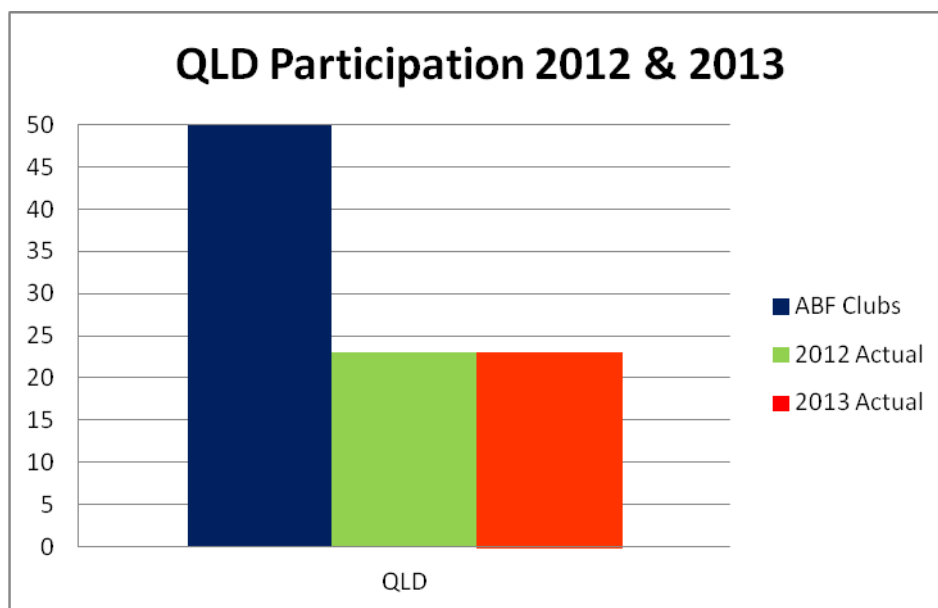
Please see below a breakdown of 2012 and 2013 club participation in the Challenge verse the number of ABF clubs.

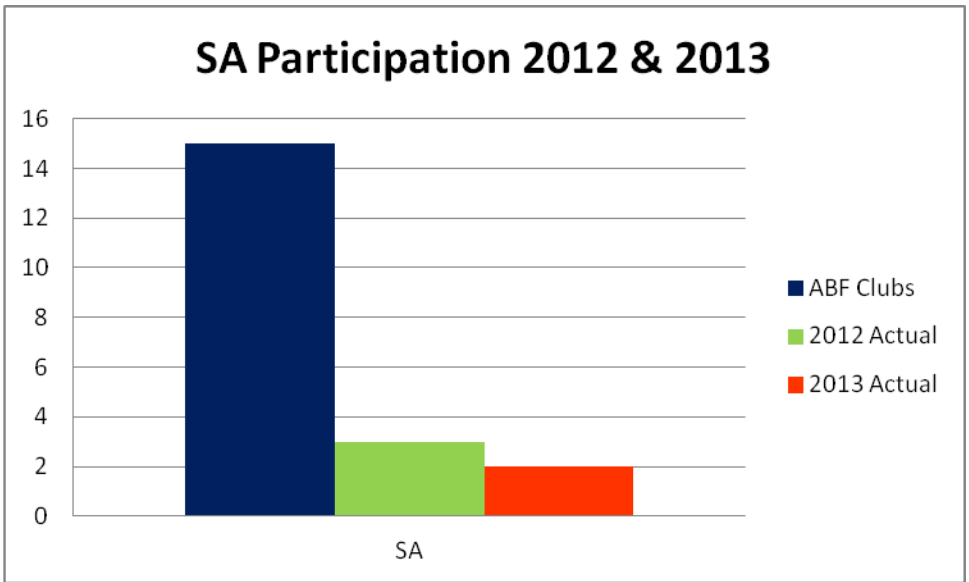
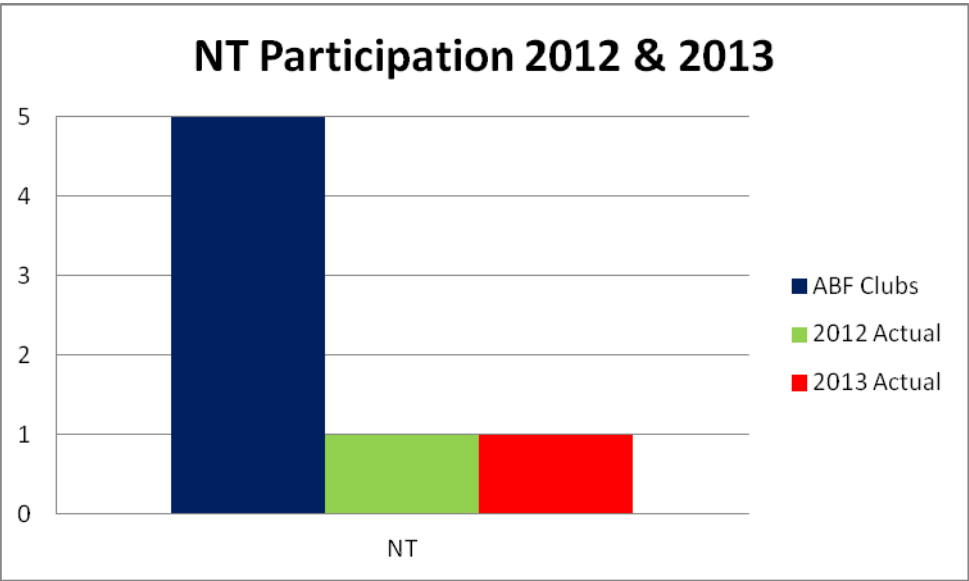


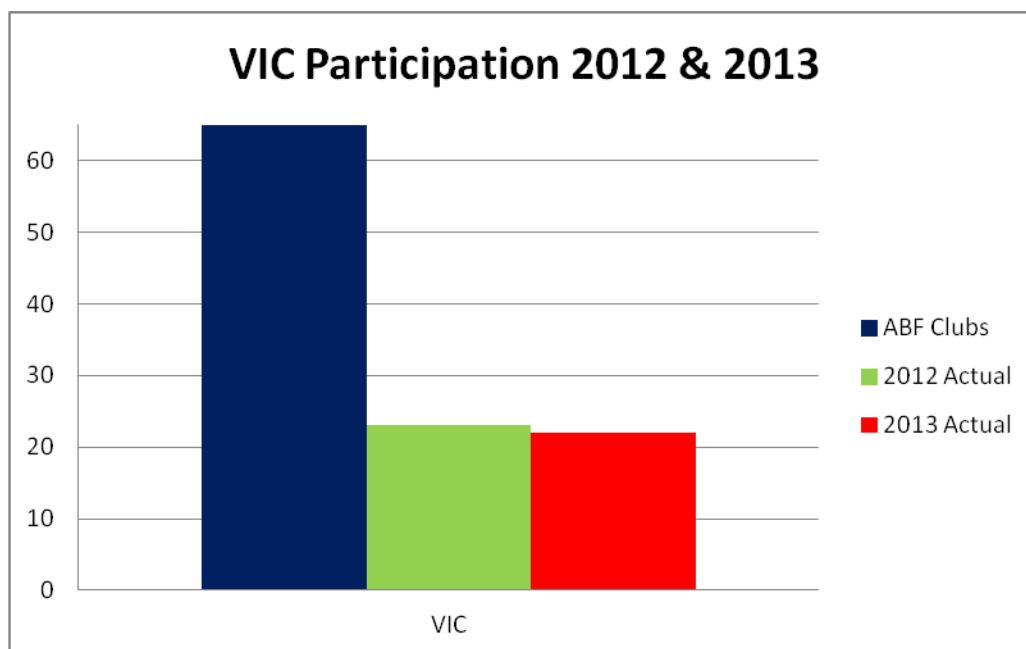
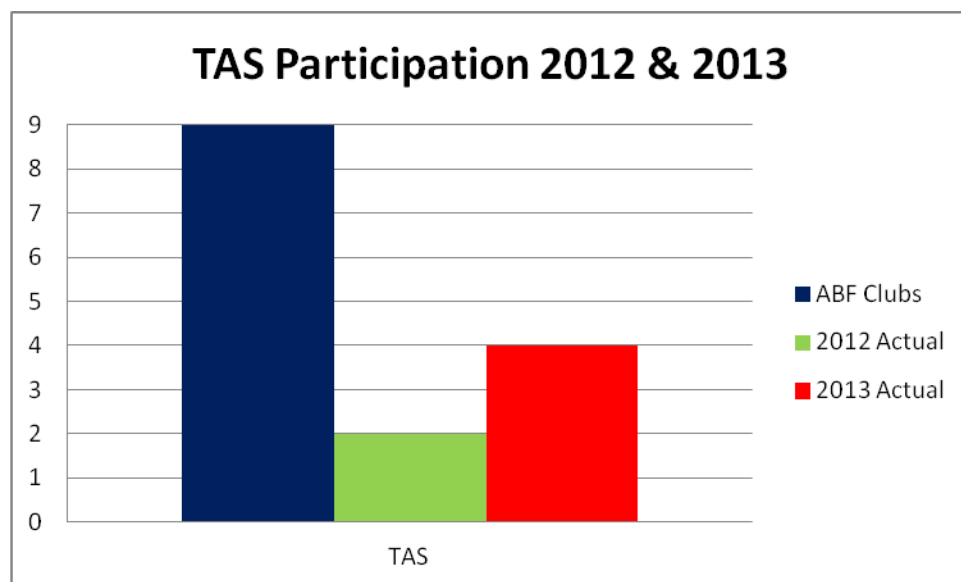
We saw a slight increase in NSW, TAS and WA participation.

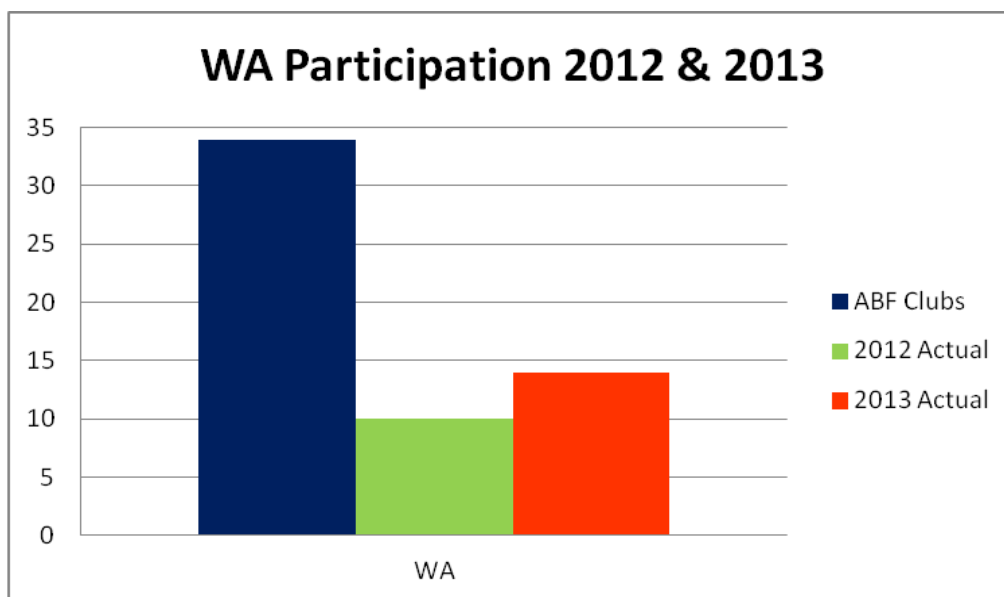
Breakdown State by State











2013 Results

Highest percentage overall

			Percentage
Heather Cupitt	Wayne Cupitt	Geraldton Bridge Club Incorporated	71.383

Highest percentage Score by a pair over the age of 75 years

			Percentage
Bill Pheasant	Coral Pheasant	Yarrawonga Bridge Club	70.246

National Top 10

Place	Players	Club	Percentage
	1 Cupitt, Cupitt	Geraldton Bridge Club Incorporated	71.383
	2 Walker, Knaggs	New South Wales Bridge Association Inc	70.791
	3 Young, McDonald	Toronto Bridge Club Inc	70.549
	4 Cantwell, Anderson	Sale Bridge Club	70.372
	5 Pheasant, Pheasant	Yarrawonga Bridge Club	70.246
	6 Taylor, Taylor	Leeton Soldiers Bridge Club	70.012
	7 Spurway, Cummins	Sanctuary Cove Bridge Club	69.683
	8 Hardman, Stack	Mandurah Bridge Club Inc	69.552
	9 Collins, De Jong	Orange Bridge Club Inc	69.343
	10 Gates, Wood	Bowral Bridge Club Inc	69

State Top 5 (NSW):

Place	Players	Club	Percentage
	2 Walker, Knaggs	New South Wales Bridge Association Inc	70.791
	3 Young, McDonald	Toronto Bridge Club Inc	70.549
	6 Taylor, Taylor	Leeton Soldiers Bridge Club	70.012
	9 Collins, De Jong	Orange Bridge Club Inc	69.343
	10 Gates, Wood	Bowral Bridge Club Inc	69

State Top 5 (QLD):

Place	Players	Club	Percentage
	7 Spurway, Cummins	Sanctuary Cove Bridge Club	69.683
	19 Harris, Dominikovich	Redland Bridge Club Inc	67.268
	21 Salter, Cows	Tamborine Mountain Bridge Club	66.779
	23 Wippell, Willis	Darling Downs Bridge Club	66.631
	28 Hooper, Hooper	Cairns Bridge Club	65.915

State Top 5 (VIC):

Place	Players	Club	Percentage
	4 Cantwell, Anderson	Sale Bridge Club	70.372
	5 Pheasant, Pheasant	Yarrawonga Bridge Club	70.246
	11 Ashkar, Headey	Moonee Valley Bridge Club	68.949
		Royal South Yarra Lawn Tennis Bridge Club	
	14 Gunst, Philpott		68.49
	36 Snashall, Berlinski	Victorian Bridge Association Ltd	65.511

Territory Top 5 (NT & ACT):

Place	Players	Club	Percentage
25	Holbrook, Morton	Canberra Bridge Club Inc	66.454
50	Carmody, Hutchins	Canberra Bridge Club Inc	64.638
66	Olsson, Klose	Darwin Bridge Club	64.029
102	Barlow, Barlow	Darwin Bridge Club	62.127
113	Hnaris, Mooney	Darwin Bridge Club	61.807

State Top 5 (WA):

Place	Players	Club	Percentage
1	Cupitt, Cupitt	Geraldton Bridge Club Incorporated	71.383
8	Hardman, Stack	Mandurah Bridge Club Inc	69.552
15	Stewart, Middleton	Esperance Bridge Club	68.34
17	Stewart, Appleyard	Busselton Bridge Club	67.922
22	Rigg, Rigg	Busselton Bridge Club	66.757

State Top 5 (TAS):

Place	Players	Club	Percentage
12	Beattie, Longmire	Devonport Bridge Club	68.8
73	King, Waldrum	Devonport Bridge Club	63.614
130	Patchett, Scott	Devonport Bridge Club	61.255
150	Thompson, McBean	Launceston Bridge Club Inc	60.586
156	Sherriff, Johnson	Launceston Bridge Club Inc	60.518

Press/ Media

Again in 2013 we asked clubs when they registered to provide the name of their local newspaper and radio station.

We sent a personalised email release to each of these newspapers and radio stations including details of the individual clubs participating.

This resulted in the some of the best media coverage the event has received since its inception. Focusing on local rather than metro press meant that individual clubs were able to customise their stories and promote their local clubs to interested bridge players in their communities.

See Appendix A for samples of regional, state and national media release and copies of print coverage received.

Appendix A – Sample of media releases and coverage received

**Bayside Redland
Bulletin Times** (1)

Bridge aids brain research

May 6, 2013, 2 p.m.



Dianne St Ledger, of Redland Bay, Marie Jones, of Cleveland, and Bev Tucker, of Point.

Dianne St Ledger of Redland Bay, Marie Jones of Cleveland and Bev Tucker of Vi
enjoy the Bridge for Brains Research Challenge. Photo by Chris McCormac

LOCAL bridge players have used their brain power to fight dementia and raise vital research funds.

Redland Bridge Club players took part in a special charity day last Friday with all playing fees, proceeds and donations given to Neuroscience Research Australia (NeuRA), which is working on improving early diagnosis of dementia and developing treatments to prevent the disease altogether.

The Bridge for Brain Research Challenge is a national event, which is in its 10th year.

NeuRA CEO Professor Peter Schofield said Australians were big believers in the power of 'use it or lose it'.

"Our national survey of attitudes to brain health shows that most people do something at least a few times a week to maintain the fitness of their brain," he said.

"Bridge is one of those activities that keeps the mind active."

Ros Putland, of the Redland Bridge Club, said by taking part in the Bridge for Brains Research Challenge, members were protecting their brains and supporting brain research.

"Even if we don't win on the day, we all win in the long run," she said.

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Camden Haven
Courier (1)

Bridging brain research

May 8, 2013, midnight



Lending a hand to research.

LOCAL bridge players have been using brain power to fight dementia this week.

On Monday 40 bridge players from the Camden Haven (LUSC) Bridge Club used their heads to raise funds for Alzheimer's and dementia research.

They were taking part in the Bridge for Brain Research Challenge - a national event that supports research at Neuroscience Research Australia (NeuRA), one of the nation's leading medical research institutes.

Funds raised by Camden Haven Bridge Club will support NeuRA researchers working on improving early diagnosis of dementia and developing treatments to

prevent the disease altogether.

● News ○ Business

The players will raise funds for the research by donating a \$5 per person table fee, plus any extra donations players might like to make, the club's chief director (of bridge technicalities) Terry McKenna said. With an additional donation from the club, the researchers should receive around \$500 from the bridge event, he said.

As a nationwide event, if every bridge club in Australia contributes a similar amount, it begins to add up to a significant sum, he said.

Over 30,000 people have participated in the the Bridge for Brain Research Challenge since it started in 2004, and \$250,000 has been raised for brain research, NeuRA said. This is the biggest year to date in terms of players and clubs involved. At the same time, the players may also be helping prevent dementia by keeping their brains fit.

"As a game, bridge requires a lot of thinking, you have to strategise, plan ahead, and remember what cards have been played," Neuroscience Research Australia CEO Professor Peter Schofield said.

"It's also a social game (you sit at a table with three others). We know that being social is good for the brain, and new challenges force our brain to make new connections. We cannot say that playing bridge prevents dementia, however bridge is an ideal activity to keep the mind active."

NeuRA's research includes:

- * key studies in early-onset Alzheimer's disease and other dementias - including clinical trials of new drug treatments;
- * tools for earlier diagnosis for Parkinson's disease; and
- * understanding the role of the immune system in Alzheimer's disease.

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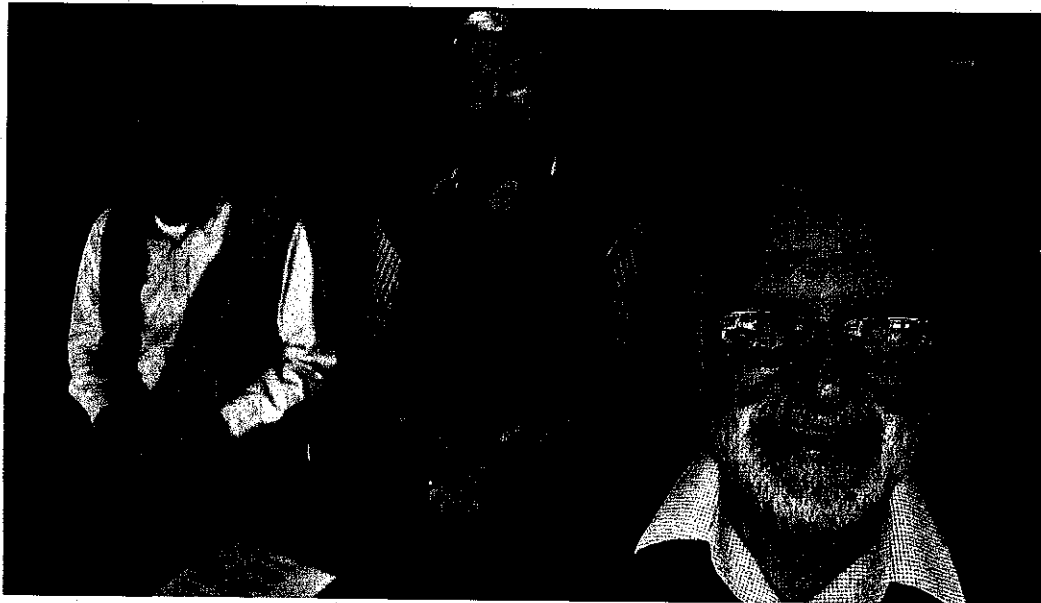


Southern
HighlandNews (1)

Bridge club helps fight dementia

By Eliza Winkler

April 22, 2013, midnight



BOWRAL Bridge Club members are set to put all their cards on the table to raise money for Alzheimer's disease and dementia research.

They will join bridge enthusiasts all over the nation on May 6, for the Bridge for Brains competition, being held at Bowral Golf Club.

While bridge enthusiasts throughout Australia will not physically be in the Highlands, they too will be striving to play their cards right at various locations around the country and will ultimately contribute to the fundraising effort.

The money raised on the day will go to Neuroscience Research Australia (NEuRA), a leading institute in science and research of Alzheimer's disease.

"By taking part in the Bridge for Brain research challenge we are protecting our brains and supporting brain research. Even if we don't win on the day, we all win in the long run," Bowral Bridge Club president, Jackson Sloan, said.

"This is our third year playing in the competition and this year marks the 10th anniversary of Bridge for Brains."

Mr Sloan said the bridge community was behind the cause and clubs around the nation were all involved in raising vital funds.

● News ○ Business

"We raised \$500 last year, so we hope to top that this year," he said.

"We contribute table money and any donations from other people.

"This year the Bowral Golf Club has thrown in the tea money.

"It's a fun day and a social day. Most of the people who play are elderly and it's good for them and a great thing in which to be involved."

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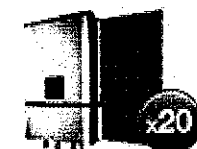


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A bridge for brain research in Toronto

By MARK CONNORS
April 29, 2013, 6:03 p.m.



STILL PLAYING: Toronto Bridge Club president Tony Parrott with their oldest member, Elsie Jenkinson, who is 100.

TORONTO card players will be using their noodles when they participate in the 10th annual Bridge for Brain Research Challenge this weekend.

Toronto Bridge Club members will donate their table fees this Saturday, May 4 to raise money for the Alzheimer's disease and dementia research conducted by Neuroscience Research Australia.

Neuroscience Research Australia CEO Professor Peter Schofield endorses bridge as an ideal activity to keep the mind active.

The latest statistics show more than 321,600 Australians live with dementia, including one in every four people over the age of 85.

Without a medical breakthrough, the number of people with dementia is expected to

hit 900,000 by 2050.

⊙ News ○ Business

Estimates calculate that dementia's total direct health and aged-care system expenditure on people with dementia in Australia was at least \$4.9 billion in 2009-10.

Toronto club members get together up to three times a week to maintain their brain fitness at Toronto Multi Purpose Centre.

Toronto's oldest member Elsie Jenkinson, aged 100, plays every Thursday.

She said she enjoyed the social aspect of the game the most.

■ Go to www.toronto.bridge-club.org for more information.

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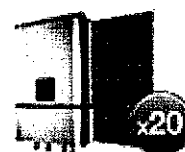


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NOOSA BRIDGE CLUB NEWS

June 2013

PRESIDENT'S REPORT

I took great delight in watching our "Over 80s" streaming into the Club to have their photograph taken for our "Bridge for Brains" event and publicity. One of them confided to me that she'd "never been to a 'photo shoot' before". The resulting picture showed a group happy and proud to be their age and, I believe, happy and proud to be members of the Noosa Bridge Club. Well done to them all and to Judith Hope for the organisation and the ensuing publicity.



It was with regret that I accepted Robert Bulford's resignation from the Committee. As I told him, I am in awe of the amount of time and effort that he put into the examination and re-writing of our Constitution and Rules. His work will be of great value to our Club as we proceed to adopt these changes to take our Club securely into the future and we are very grateful for that.

Muriel Loveday was invited to fill the vacancy on the Committee and graciously accepted. She has taken on the role of Providore, freeing Geoff Hore to work with the Secretary and me to progress the Constitution changes. Muriel is also backing up Prue Adams and Geoff is assisting Alan Pringle with Maintenance.

Please take the time to read Peter Busch's article in this newsletter as it addresses an important issue. Happy bridging and best regards
Jill Phillips

MEMBER ACHIEVEMENTS

The big success story has been that **Maureen Jakes** has been selected to play for the Queensland Women's Team to contest the National Title in Adelaide in July.

Congratulations from everyone at the club

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Bev's Helpful Hints
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New Members
Teaching News
Social Committee
Library Report – Geoff Hart
Kevin's Lessons

Thanks to the Directors for their continued commitment to our Club

Able led by Di Quigley, her team of Tessa Townend, Jane Dalziel, Doug Byrnes, Lizi French, Ed Beckett, Kevin Feeney, Chrissie Baynes, David Harris, Muriel Loveday, Bev Salter, Allison Walker and Kathy Male

~ 10th Anniversary ~



BRIDGE FOR BRAIN RESEARCH CHALLENGE

REVIEW

The Noosa Bridge Club participated in the 10th Anniversary **Bridge for Brains Challenge** on Monday the 6th May. Over 100 members were present and we are pleased to announce that we raised \$1,000.00 on the day.

The event was promoted as a celebration of our octogenarian players. We have over thirty members of our over 80s club, and they are seen at the tables two to three times a week.

The Media Release was headed.. **Bridge is the greatest mind sport in the world – Come along and meet our athletes..** and Noosa News did.

The pre-event photos were taken by Bob Lewis from Cooroy, who donated both his time and talent when he heard that we were raising money for Alzheimer's research. So if you need a photographer for any occasion think of Bob from **Bobs Top Shots**

We had twenty of our Octogenarian members present and collectively they have been playing for over 600 years. Some only started their beginners' classes in the past three to four years, while three have been playing for over seventy years. Their stories differ in that one started playing while interned in a camp in China, and another two, they were eight to ten year olds making up the 13th as their parents hosted Contract Bridge Sessions. This active group have their Masterpoints Ranking ranging from Gold Life Master to *Local Master.

A review of the day plus photographs and newspaper article were all sent off to both the QBA and ABF Marketing. Neura, the event organisers, also requested a copy of all the publicity.

So the final thanks goes to the volunteers who brought a plate, bought and sold raffle tickets and helped out in the kitchen.



80s CLUB



NOOSA BRIDGE WEEK

The Club will again be hosting the Noosa Bridge Week from 14 to 20 October. Paul Marston and Nigel Rosendorff have been beating the drum far and wide about the wonderful atmosphere at our club and there is now a waiting list for people wanting to come to Noosa to take part.

There is a discount for club members wanting to join the lessons and other activities planned, on a first come first serve basis. If you are interested, please put your name on the list as soon as possible as any vacancies will be snapped up by outside players.



Bridge is for FUN

THE
Advertiser (1)

Bridge club supports brain research

June 12, 2013, 8:30 a.m.



ACTIVE: Cessnock Bridge Club master point secretary and director Jim Fitzgerald, Pauline McCabe, director and vice president Norma Byrne and Ellie Fitzgerald, keeping their minds sharp with a fun game of bridge.

Members of Cessnock Bridge Club have been using their brain power to fight dementia and raise money for Alzheimer's and dementia research.

As part of the Bridge for Brain Research Challenge, players all donated money and took part in a special game of bridge recently, with funds going towards supporting research at Neuroscience Research Australia (NeuRA).

One of the nation's leading medical research institutes, money raised by Cessnock Bridge Club and others participating in the nationwide challenge, will support NeuRA researchers working on improving early diagnosis of dementia and developing treatments to prevent the disease altogether.

This year, the Bridge for Brain Research Challenge celebrated its 10th year with Cessnock Bridge Club supporting the cause for the past five.

Bridge club director and vice-president, Norma Byrne, said the game is an excellent way to keep the mind sharp.

☒ News

☐ Business

"We do the challenge every year and it is a good reminder of the importance of keeping your brain healthy," she said.

"It is an established fact that games like bridge and using logic helps ward off diseases such as dementia.

"Plus, it is a wonderful social thing and you meet some wonderful people, and you are never too young to start playing."

Cessnock Bridge Club currently has 40 members and is always looking for more.

The club meets every Wednesday night and Friday morning at Dolphin House at Calvary Cessnock.

For more information, call 4990 6441 or 4998 1685.

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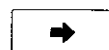
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Bridge Players Use Brain Power to Fund Research

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Australia News

Wave Glider SV3 to be
Powered by Solar
Energy
Solar eclipse Converts
sun into "ring of fire" on
Thursday, Friday
Bridge Players Use Brain
Power to Fund Research
NSW Health Minister
Announces funding for
20 new Rehabilitation
Beds
Woolgrower Betty
Freeland Leaves \$2.6
million for 2 Health
Organizations

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Celebrity Images

Jimmy Shergill during the
match between Royal
Challengers Bangalore
and Kings XI Punjab
Jimmy Shergill during the
match between Royal
Challengers Bangalore
and Kings XI Punjab
Tushar Kapoor and Ekta
Kapoor during film
Shootout at Wadala

Submitted by Pallavi Sharma on Wed, 05/08/2013 - 09:13 **Health Research TNM**
Australia



**BRIDGE FOR
BRAIN RESEARCH
CHALLENGE**

In order to raise funds for research into Alzheimer's and dementia, a group of local bridge players has been using their brain power this week.

It has been found that a total of 40 people from the Camden Haven (LUSC) Bridge Club raised funds with the use of their heads on Monday.

They partook in the Bridge for Brain Research

Challenge, the national event supporting research at Neuroscience Research Australia (NeuRA).

NeuRA, as per the findings, is one of the renowned medical research institutes in the nation. Reportedly, the raised money would support the institute researchers in their work to improve early diagnosis of dementia. They would also be helped in their work of developing cures for the disease.

Terry McKenna, club's chief director (of bridge technicalities), said a \$5 per person table fee would also be donated by the players. Alongside, players would be welcomed to make any extra donations. The bridge event may provide the researchers some \$500, said the report.

"We know that being social is good for the brain, and new challenges force our brain to make new connections. Bridge is an ideal activity to keep the mind active", said Professor Peter Schofield, Neuroscience Research Australia CEO.

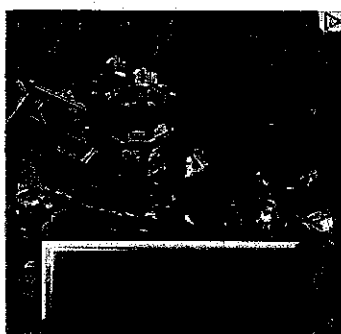
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Good News USA

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Telecom Sector

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FTC Files Complaint against 29 People accused for sending Spam Text messages

Auckland News

Rise of MRSA Rates in Maori, says Auckland Doctor
Grey Power Trashes Reheated Food Proposal
Doctors Left Scratching Head as Boy Suffers from Rare
Congenital Disorder
Eel Video Leak: 33 Staff Members Meet Disciplinary Action
by DHB
Proposal of Replacing Services of Hospital's Kitchen Gets
Consideration

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Company News

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Yahoo!igans
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Google Keep Lacks Features as Compared to its Rival
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Global Customers
Key Information on 'Injustice: Gods Among Us'
Hacking Jetliner on Android Phone Possible

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Real Estate

Prices of Domestic Property in Metro Cities Witness Rise

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Company Results

HTC Witnesses Loss in Net Profits
Sprint's Revenue Moves Up, Loss Remains Stable

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US News

Men can also suffer from Breast Cancer
FDA Suggests Novel Rules for Indoor Tanning Industry
Bacon is the Secret to Her Long Life, Says Cantrell, 105

4G Coverage Extending Far Beyond the Existing 3G Services
Budget Cuts by EU Outrage Broadband Campaigners
Sprint's Revenue Moves Up; Loss Remains Stable

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Regular Exercise reduces Risk of Breast Cancer among Women
Glaucoma is a Silent thief of Eye sight, says Glaucoma Patient

[more](#)

success party
Tushar Kapoor and Eka
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Cards on table for research funds

May 14, 2013, midnight



BRIDGE for Brains was well attended on May 3, with Leeton Soldiers Bridge Club members (clockwise from left) Mary Hulme, Marjory McCormack, Mary Wallace and Jean Graham enjoying the day.

GIVING the mind a workout was all for a good cause during a Bridge for Brains session on May 3.

Hosted by the Leeton Soldiers Bridge Club, the day was a fund-raiser for Neuroscience Research Australia (NeuRA).

Twenty members turned out to play bridge on the day, including the club's oldest member, Marjory McCormack.

Member Helen Taylor said it was a competitive day.

"Marjory is one of our best players ... she's a tough opponent," she said.

"We think it's very important to raise money for something like this.

"It's good to keep your brain active."

The Bridge for Brains Research Challenge is a national event and this year marked the 10th time it has been held.

⊗ News ○ Business

Each year it raises funds for NeuRA, which is one of the country's leading medical institutes and Alzheimer's and dementia research.

Money raised by the Leeton club supports NeuRA researchers working in improving early diagnosis of dementia and developing treatments to prevent the disease.

PORT STEPHENS
Examiner ⁽¹⁾

Bridging the way for brain research

By ELLIE-MARIE WATTS

May 7, 2013, 5:53 p.m.



MIND GAMES: Nelson Bay Bridge Club players Helen White, Betty O'Hara and Peta Grice. Picture: Ellie-Marie Watts

BRIDGE players from across the Port united on Monday, using their brains to raise funds for Alzheimer's disease and dementia research.

More than 100 members from the Tilligerry, Nelson Bay and Salamander Bay bridge clubs took part in the 10th annual Bridge for Brain Research Challenge.

The national event raises funds for Neuroscience Research Australia, where researchers work on improving early diagnosis techniques and developing preventative treatments for the diseases.

Nelson Bay Bridge Club member and player, Pat Pepper, said the idea behind the challenge was ironic.

"Bridge is a brain game," she said. "By taking part, you win in the long run."

The club donated the day's takings to the challenge.

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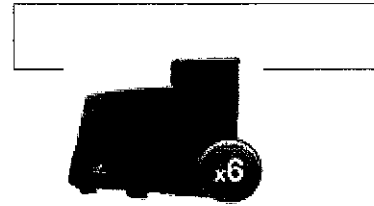
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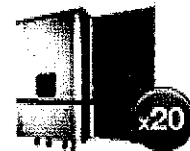


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Brainy bridge players win competition

■ Jessica Rock

It came as a pleasant surprise when Geraldton Bridge Club's Wayne and Heather Cupitt were announced winners of a nationwide challenge recently.

The husband and wife duo triumphed over 1865 pairs from across the country in this month's Bridge for Brain Research Charity Challenge.

Mr Cupitt thought the pair had done reasonably well on the day, but did not expect to come away with the win.

"We were somewhat gobsmacked when the results came out, we couldn't believe it," he said.

With more than 23 years of playing experience behind them, Mr and Mrs Cupitt came together as a pair last year.

The club raised \$585 in support of Alzheimer's disease research at Neuroscience Research Australia from the event.

Mrs Cupitt, the club's bridge director, praised the internet for connecting players like never before.

"What a wonderful thing of the

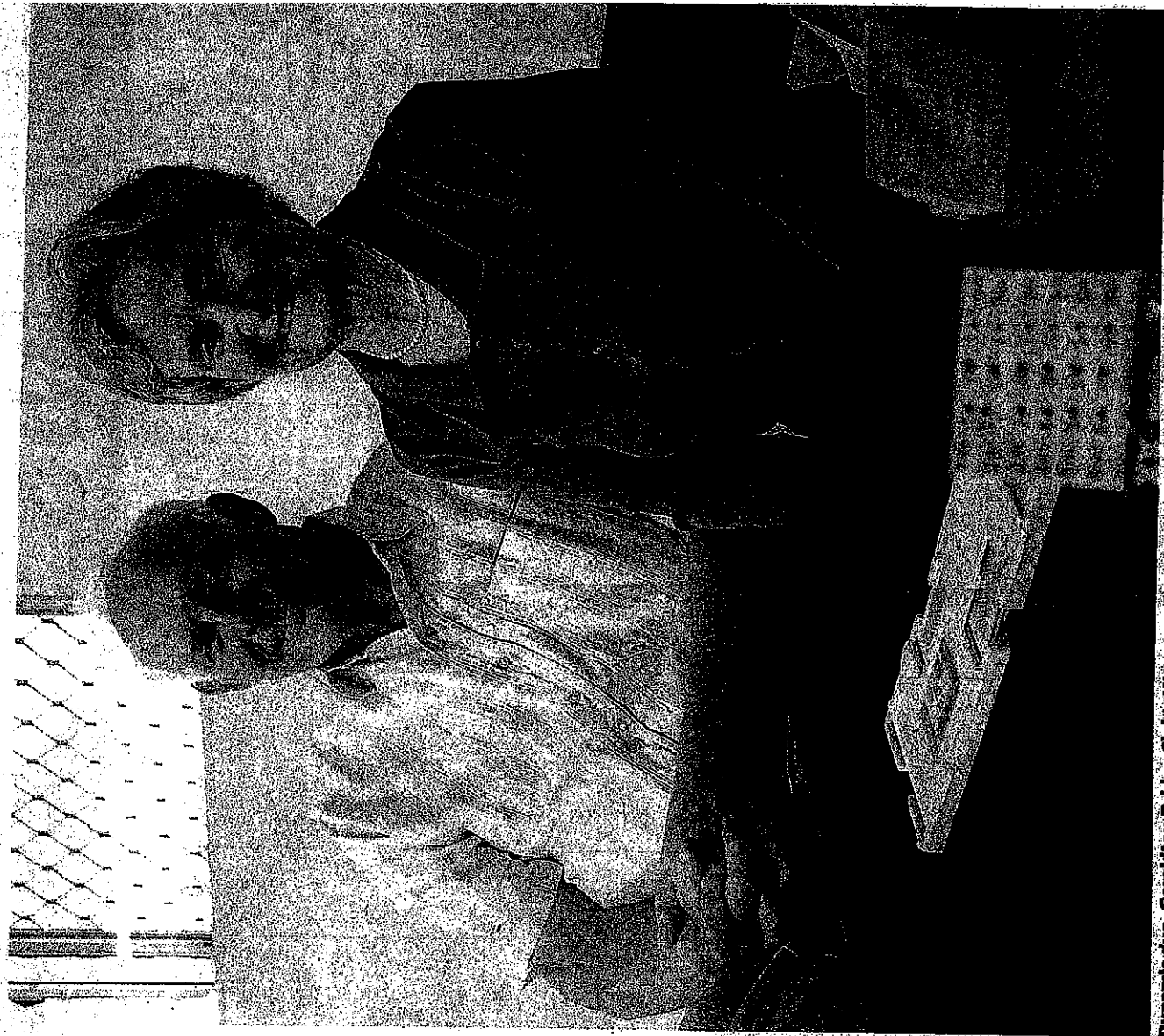
! We were somewhat gobsmacked when the results came out Wayne Cupitt

modern age that we can compete against so many people from across Australia and the world," she said.

Mrs Cupitt said the club looked forward to participating in an international simultaneous pairs competition later this year.

Mrs Cupitt said bridge provided players with more than just intellectual stimulation.

"Bridge is wonderful for your memory and you learn new things all the time," she said. "You're also talking to people and get to enjoy a convivial afternoon tea. It's about social interaction and caring for each other."



Dynamic duo: Geraldton Bridge Club's Wayne and Heather Cupitt. Picture: Jessica Rock

Brain power fights dementia

SOME of the city's most passionate card players will next week use their brain power to fight dementia.

On Monday, about 80 players from Coffs Harbour Bridge Club will shuffle their decks and play

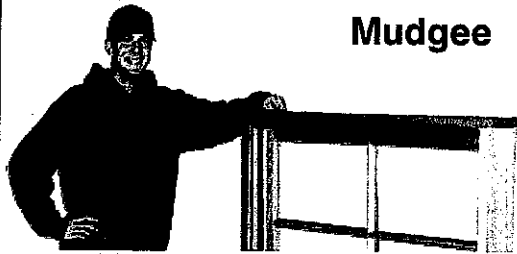
to raise money for Alzheimer's and dementia research. The Bridge for Brain Research Challenge is a national event celebrating its 10th year in support of research at Neuroscience Research Australia.

Funds raised by Coffs Harbour Bridge Club will support researchers working on improving early diagnosis of dementia and developing treatments to prevent the disease altogether.

For details, phone 0406 599 569.

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BRIDGE FOR BRAIN RESEARCH CHALLENGE

ON MAY 2ND 2013, twenty bridge players at the Coolah Bridge Club in Coolah participated in a national event: the Bridge For Brain Research Challenge.

The annual challenge pits players across the Australia against each other: 122 bridge clubs register to play and then track their scores online. Each bridge club must play during the first week of May and the highest scoring pair is announced soon after.

Some players may be in it for the thrill of the competition, but many are there for another reason altogether, to help fight dementia. For, during the challenge, all players donate their table fees to Neuroscience Research Australia (NeuRA), one of Australia's leading medical institutes, based in Randwick, Sydney.

Researchers at NeuRA are tackling some of the biggest problems facing our health today, including Alzheimer's disease and dementia. In a major breakthrough in 2012, researchers announced that they had identified changes in spinal fluid and the brain that occur 25 years before people show signs of the devastating disease.

The Bridge For Brain Research Challenge, now in its 10th year, has already raised more than \$260,000 to support vital research like this, ultimately improving early diagnosis of dementia, and hopefully developing treatments that can prevent it altogether.

At the same time, though, the challenge may be helping players to ward off dementia themselves by keeping their brains fit.

Bridge, it's said, is a game that is easy to learn, but hard to master. It's about strategising, remembering which cards have been played and as there are three others at a bridge table communicating and socialising. We are all social creatures and the impressive health benefits of staying social are well known.

We cannot say for certain whether playing bridge would prevent dementia, but it's exactly this kind of mental gymnastics that is likely to extend our grey matter's nimbleness.

So even if the bridge players at Coolah don't win the Bridge for Brain Research Challenge this year, they'll have won in the long run.

HISTORY OF BRIDGE

BRIDGE PROBABLY originated in the Middle East in the 19th century. Auction bridge, one form of the game was developed by the British in India and later was popular in England and the United States. It is still played but has largely been supplanted by contract bridge, which achieved popularity after Harold S. Vanderbilt made important innovations in 1925. Its phenomenal

popularity owed much to the activities of Ely Culbertson. The craze subsided but was later revived; books, tournaments and newspaper columns on bridge abound. Culbertson devised the honor count system to evaluate a hand for bidding. The point count (or standard American) system introduced by Charles H. Goren in the 1940s has generally replaced honor count.

Bridge for Brains a big deal to old hands

By NICOLE KUTER

BERNIE Huxtable started playing bridge 71 years ago and has no plans to finish up anytime soon.

He was in bed recovering from the measles in May 1942 when he discovered his love for the game and said not only is he addicted to the challenging card game but it helps ward off diseases of the brain. "It's the most fascinating game," he said.

Brian North picked up a deck of cards and started playing in 1954. he too is benefiting from the brain exercise and is as sharp as a tack.

"You can play forever and you never stop learning," he said.

To raise money for neuroscience Research Australia, the Orange Bridge Club held their annual Bridge for Brains fundraiser yesterday with all proceeds from the game going to research.

The club has swelled to 165 members ranging from 42 years of age to well over 70.

Club secretary Dorothy Woodside said the game was easy to pick up and did not require mass intelligence.

"I don't want to get dementia," she said.

"If you've ever seen anyone who suffers Alzheimer's or dementia you'll know what I mean. You don't want to get like that."

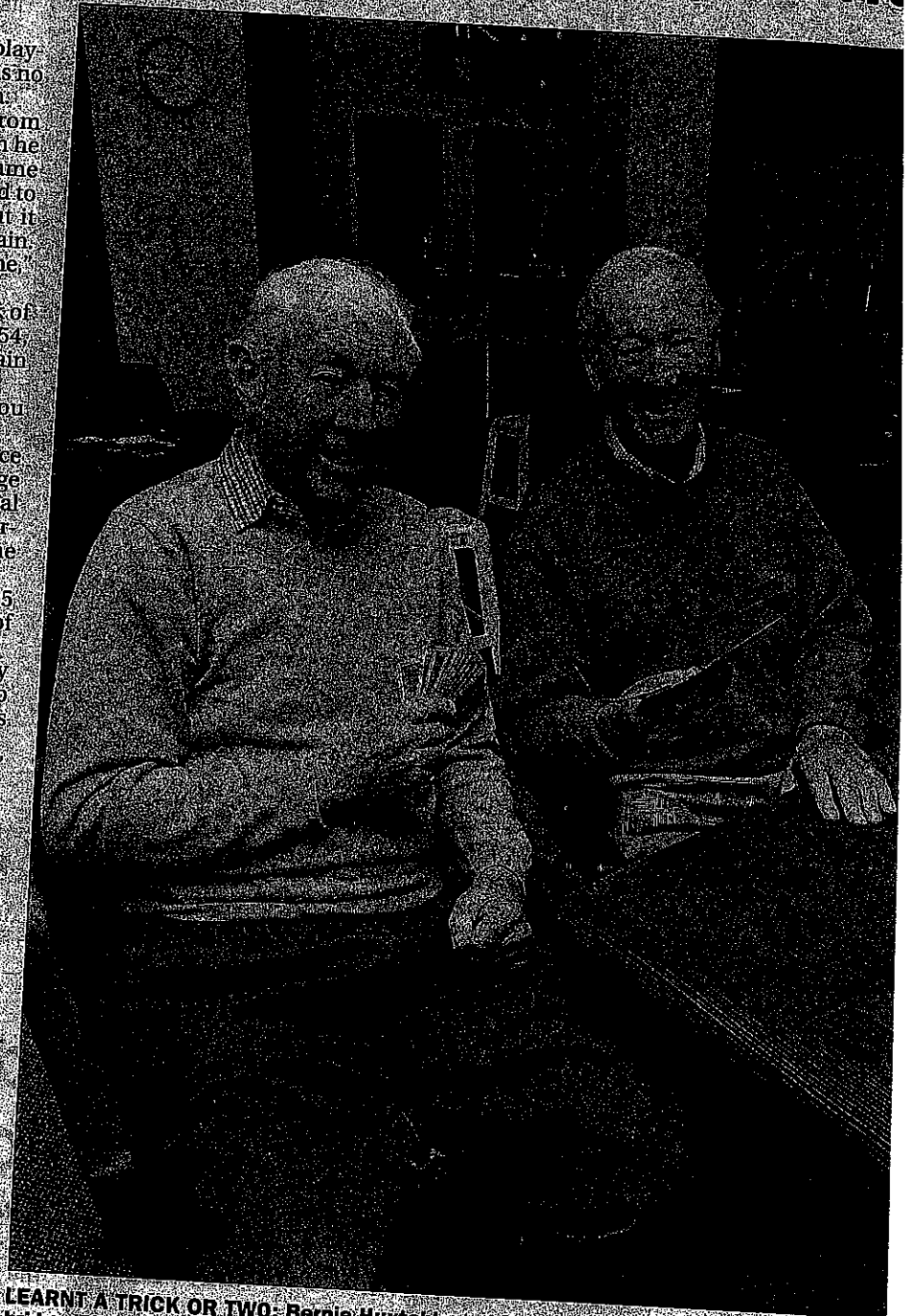
According to Neuroscience Research Australia any type of mental stimulation like crosswords, sudoku and bridge will help ward off degenerative brain diseases.

Club president Helen Britton said bridge will not cure dementia but it will help keep the brain healthy.

"The earlier you start the better," she said.

Bridge is not just a game for older people and the club would love to see people come along and give it a try.

Contact Mrs. Britton on 63621138 for information.
nicole.kuter@fairfaxmedia.com.au



LEARN'T A TRICK OR TWO: Bernie Huxtable and Brian North older and wiser thanks to bridge. Photo JUDE KEOGH

ORANGE

Playing cards for a cure

Club game raises aid for medical research

IDGE players from Hawks Nest Bridge Club (HNBC) will be raising funds for Alzheimer's disease and dementia research at their upcoming Bridge for Brain Research Challenge.

Next Friday will see bridge enthusiasts from the club compete against each other to donate all table fees from day to Neuroscience Research Australia (NeuRA). President of HNBC, Sue Johnson, said by taking part, the day players were not protecting their own skins but were supporting research.

Two of our players are in the 90s and are a prime example of how bridge helps to people alert," Mrs Donohue said.

Ian Stewart is 98 and the Cole is 97 and they

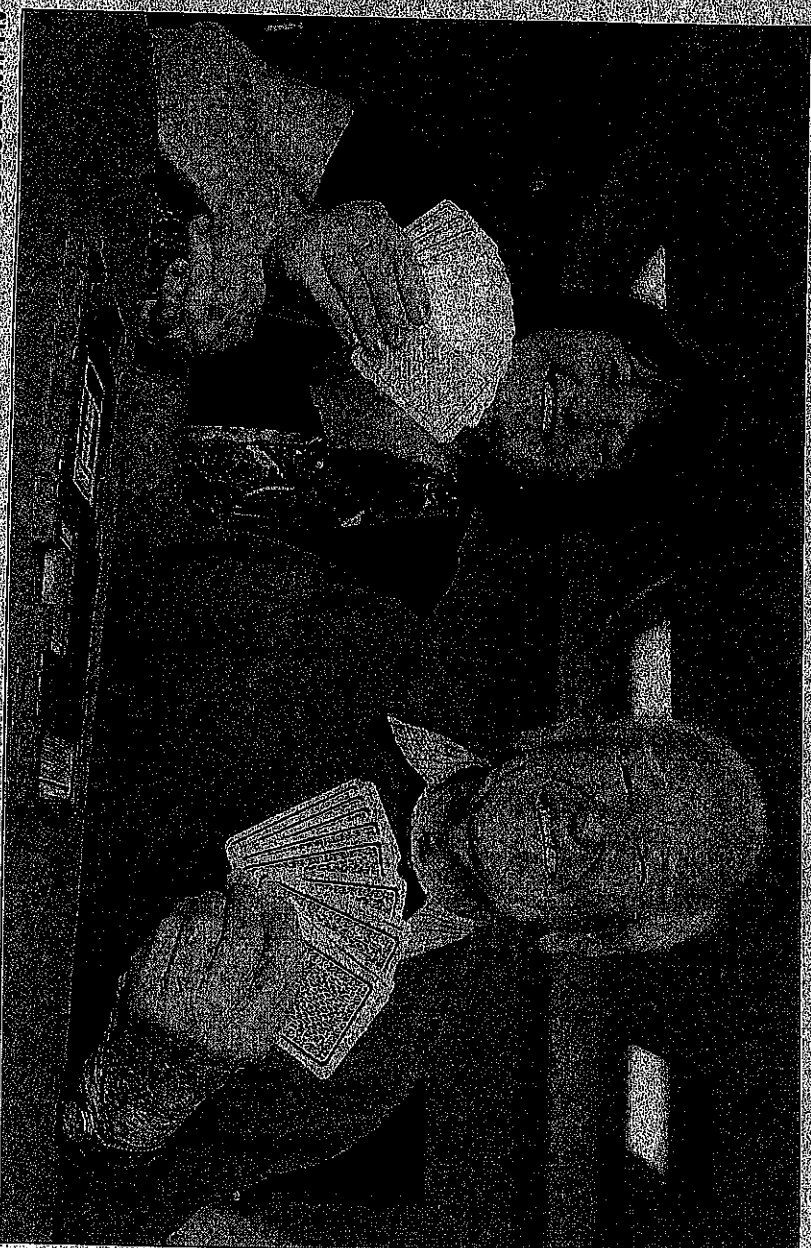
are both strong players," she said.

She said it was particularly important in an ageing community such as Fox Gardens Hawks Nest to support brain function into old age.

The Bridge for Brain Research Challenge is in its 10th year and is a national initiative that promotes the benefits of bridge while helping raise the funds required for important medical research. Last year the challenge raised \$46,000.

CEO of NeuRA, Peter Schofield, said he was encouraging all bridge players in Australia, whether young, old, experienced or novice, to take part in the challenge.

■ To find out more about supporting NeuRA, call 1300 888 019 or visit neu.ra.edu.au/bridge



ALL HANDS ON DECK: Hawks Nest Bridge Club's president Sue Donohue and the club's oldest member Allan Stewart will both be taking part in the Bridge for Brain Research Challenge. *Picture: Nathalie Craig*

Noosa Bridge Club Inc

YEAR	DATE	MEMBERSHIP	YEAR	PRESIDENT	YEAR	DATE	MEMBERSHIP
1980	1981	1982	1983	1984	1985	1986	1987
1988	1989	1990	1991	1992	1993	1994	1995
1996	1997	1998	1999	2000	2001	2002	2003
2004	2005	2006	2007	2008	2009	2010	2011
2012	2013	2014	2015	2016	2017	2018	2019
2020	2021	2022	2023	2024	2025	2026	2027

BRIDGE FOR BRAINS



BOWEN INDEPENDENT Wed MAY 22 2013

Bridge club takes up challenge for brain research

THE Bowen Bridge Club has once again taken part in the Bridge for Brain Research Challenge to raise vital funds for Alzheimers and dementia research.

It is the fifth year that the group of 30 bridge players has supported the Neuroscience Research Australia fundraising event.

Funds go towards improving early diagnosis of dementia and the development of treatments to prevent the disease altogether.

Bowen Bridge Club president Lorraine Maltby said she was pleased the club was able to take part in the annual challenge.

"We donated our table fees and held a raffle and I'm pleased with

the result," Ms Maltby said.

"Bridge has been shown to keep brains fit and the fact that two of our members are in their nineties and two are turning 90 this year, could suggest bridge does keep the brain active.

"Everyone in Australia, that is, all bridge clubs who took part, played the same set hands.

"This year Annette Doyle and Ellie Sheffield won for Bowen so I congratulate them on their good effort."

"The bridge club has a long history in Bowen - it's now 41 years old, starting in 1972.

A regular 24 to 30 members play each week.



WINNERS: Bowen Bridge Club Bridge for Brain Research Challenge winners this year are Annette Doyle, left and Ellie Sheffield, right, and are congratulated by club president Lorraine Maltby.

Picture: Nadine O'Neill

A bridge to brain research



BRIDGE VETERANS: Viv Linderman, Gwen Street and Jan Lawless.

THE Great Lakes Bridge Club boasts eight members over 90, and they all know the importance of 'using it or losing it' when it comes to the brain.

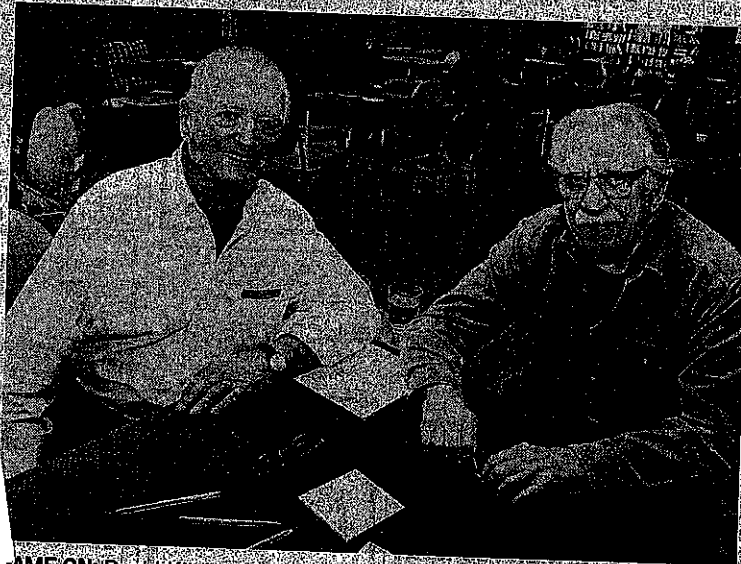
The club hosted a Bridge to Brains Research Challenge event on May 6 to raise vital funds for Alzheimer's disease and dementia research.

Among those playing were Viv Linderman, Gwen Street and Jan Lawless, who are all over 90 (pictured left). Bridge is advocated as a great way to keep the mind active, and the annual challenge raises funds for Neuroscience Research Australia (NeuRA).

Go to the website www.greatlakes-advocate.com.au to see the slideshow from the event.



CARDS ON THE TABLE: Players in action (above) including Elizabeth Frewin and Sharon Bull (left).



GAME ON: David Kilshaw and David Cunningham take part in the challenge.



Winter show Road

Bridging for brain research

LOCAL bridge players have been using brain power to fight dementia this week.

On Monday 40 bridge players from the Camden Haven (TUSC) Bridge Club used their heads to raise funds for Alzheimer's and dementia research.

They were taking part in the Bridge for Brain Research Challenge - a national event that supports research at Neuroscience Research Australia (NeuRA), one of the nation's leading medical research institutes.

Funds raised by Camden Haven Bridge Club will support NeuRA researchers working on improving early diagnosis of dementia and developing treatments to prevent the disease altogether.

The players will raise funds for the research by donating a \$5 per person table fee, plus any extra donations players might like to make, the club's chief director (or bridge technicalities) Terry McKenna said. With an additional donation from the club, the researchers should receive around \$500 from the bridge event, he said.

As a nationwide event, if every bridge club in Australia contributes a similar amount, it begins to add up to a significant sum, he said.

Over 30,000 people have participated in the the Bridge for Brain Research Challenge since it started in 2004, and \$250,000 has been raised for brain research, NeuRA said. This is the biggest year to date in terms of players and clubs involved. At the same time, the players may also be helping prevent dementia by keeping their brains fit.

As a game, bridge requires a lot of thinking, you have to strategise, plan ahead, and remember what cards have been played, Neuroscience Research



Challenge: Camden Haven Bridge Club members are using their heads to combat dementia.

Australia CEO Professor Peter Schofield said.

It's also a social game (you sit at a table with three others). We know that being social is good for the brain, and new challenges force our brain to make new connections. We cannot say that playing bridge prevents dementia, however bridge is an ideal activity to keep the mind active.

NeuRA's research includes:

- key studies in early-onset Alzheimer's disease and other dementias, including clinical trials of new drug treatments
- tools for earlier diagnosis for Parkinson's disease; and
- understanding the role of the immune system in Alzheimer's disease

Cards on table for research funds

GIVING the mind a workout was all for a good cause during a Bridge for Brains session on May 3.

Hosted by the Leeton Soldiers Bridge Club, the day was a fund-raiser for Neuroscience Research Australia (NeuRA).

Twenty members turned out to play bridge on the day, including the club's oldest member, Marjory McCormack.

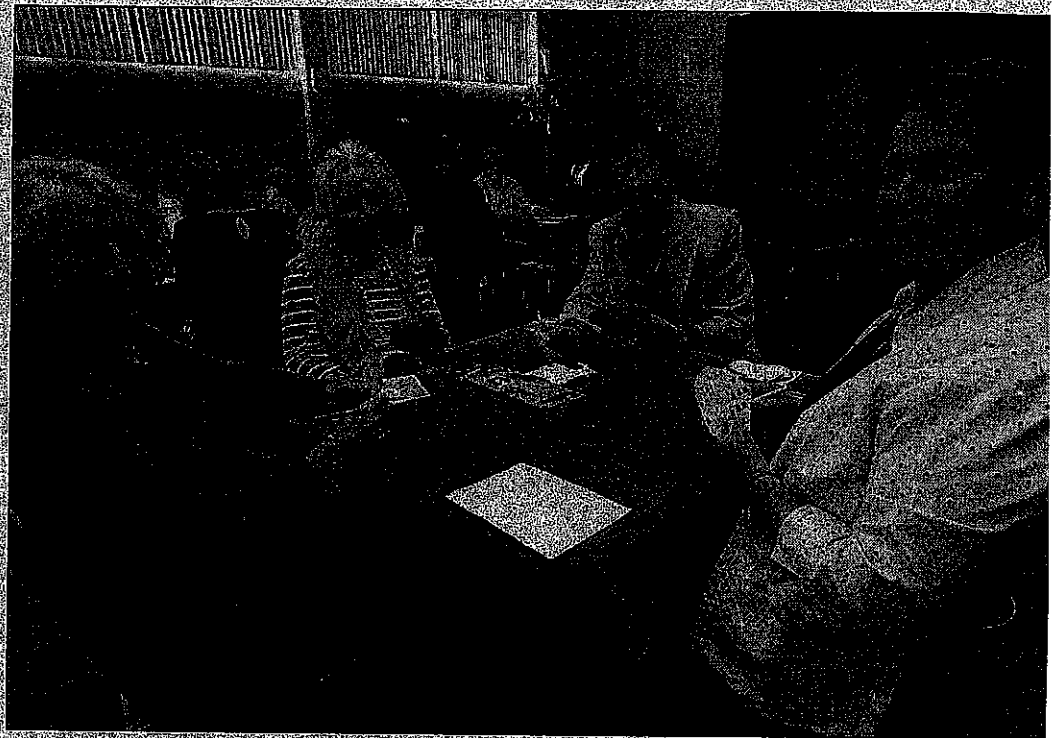
Member Helen Taylor said it was a competitive day.

"Marjory is one of our best players ... she's a tough opponent," she said.

"We think it's very important to raise money for something like this."

"It's good to keep your brain active."

The Bridge for Brains Research Challenge is a national event and this year marked the 10th time it has been held.



BRIDGE for Brains was well attended on May 3, with Leeton Soldiers Bridge Club member (clockwise from left) Mary Hulme, Marjory McCormack, Mary Wallace and Jean Graham enjoying the day.

~ 95 yrs old

Each year it raises funds for NeuRA, which is one of the country's leading

medical institutes and Alzheimer's and dementia research.

Money raised by the

Leeton club supports NeuRA researchers working in improving early diagnosis of

dementia and developing treatment to prevent the disease.

Govt brake



22/4/2013

Bridge club helps fight dementia

By Eliza Winkler

BOWRAL Bridge Club members are set to put all their cards on the table to raise money for Alzheimer's disease and dementia research.

They will join bridge enthusiasts all over the nation on May 6 for the Bridge for Brains competition, being held at Bowral Golf Club.

While bridge enthusiasts throughout Australia will not physically be in the Highlands, they too will be striving to play their cards right at various locations around the country and will ultimately contribute to the fundraising effort.

The money raised on the day will go to Neuroscience Research Australia (NeuRA), a leading institute in science and research of Alzheimer's disease.

By taking part in the Bridge for Brains research challenge, we are protecting our brains and supporting brain research. Even if we don't win on the day, we all win in the long run," Bowral Bridge Club president Jackson Sloan said.

"This is our third year playing in the competition and this year marks the 10th anniversary of Bridge for Brains."

Mr Sloan said the bridge community was behind the cause and clubs around the nation were all involved in raising vital funds.



Bowral Bridge Club get together in preparation for the Bridge for Brains competition in May to raise vital funds for Alzheimer's disease. (Left) Monty Hicks, Antony Ractliffe and Bowral Bridge Club President Jackson Sloan.

Photo: Eliza Winkler

"We raised \$5000 last year, so we hope to top that this year," he said.

"It's a fun day and a social day. We contribute table money and any donations from other people."

"This year the Bowral Golf Club has thrown in the tea money great thing in which to be involved."

Bridge players exercise brains and raise funds

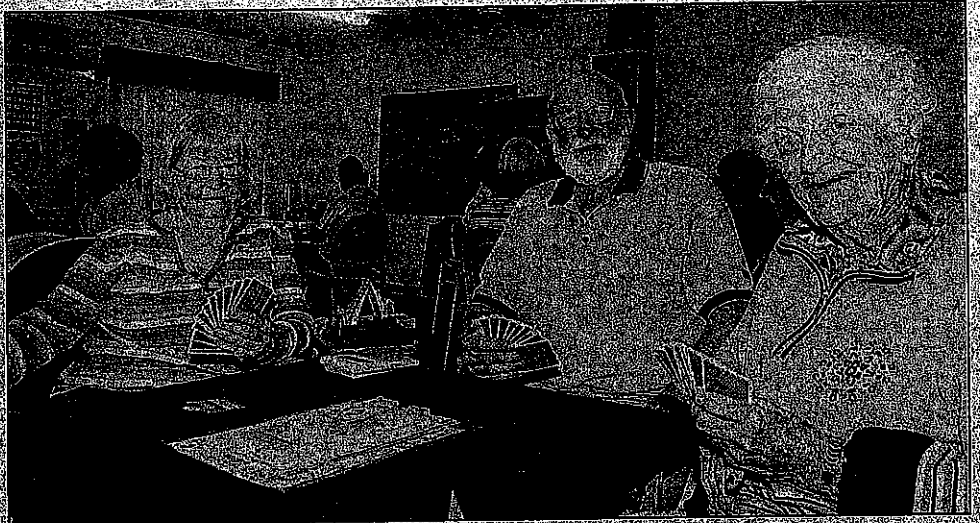
ESPERANCE bridge players put their minds into action on Wednesday to raise funds for dementia and Alzheimer's research.

The Bridge for Brain Research Challenge is a national event in support of research at Neuroscience Research Australia (NeuRA), one of the nation's leading medical research institutes.

Funds raised by Esperance Bridge Club goes towards NeuRA researchers working on improving early diagnosis of dementia and developing treatments to prevent the disease altogether.

Coordinator of the bridge club Ian Letts said that playing bridge kept the brain active and fit by using memory, logic and competitiveness.

Eighteen players from Esperance participated and they raised \$200 for the cause.



Bridge for the brain: Bett Harris, Ian Letts and Jessie Docherty put their minds to the test to raise money for dementia and Alzheimer's research.

ie Playing a hand in saving lives

Great Lakes Bridge Club

LOCAL bridge players from Great Lakes Bridge Club are raising vital funds for Alzheimer's disease and dementia research.

Bridge enthusiasts will compete against each other and raise funds to support research at Neuroscience Research Australia (NeuRA), one of the nation's leading medical research institutes.

The club has eight members over 90 who regularly play each week. Given Street who turns 95 this year is an avid player and plays five times a week. The challenge is on next Monday, May 6 at 1pm.

Australians are big believers in the power of use it or lose it, says professor Peter Schofield, CEO of NeuRA.

Our national survey of attitudes to brain health shows that most people do something at least a few times a week to maintain the fitness of their brain, he says.

Bridge is one of those activities that keeps the mind active, says professor Schofield. "We are encouraging all bridge players around Australia - young, old, experienced players and novices - to take part in our challenge and help us find cures for diseases and disorders of the brain," he says.

Jenny Maher, president of Great Lakes Bridge Club says, "By taking part in the Bridge for Brain Research Challenge, we are protecting our brains and supporting brain research. Even if we don't win on the day, we all win in the long run."

To join the 10th Anniversary Bridge for Brain Research Challenge or to find out more about supporting NeuRA, call 1300 888 049 or visit www.neura.edu.au/bridge.

Bruce

Warren hosts Bridge for Brain Research Challenge

On Monday 6th May 2013, 56 bridge players from Nyngan, Coonamble, Gular, Narromine, Trangie, Dubbo and of course Warren Bridge Clubs gathered at the Warren Services Club to take part in the annual Bridge for Brain Research Challenge, an initiative to raise vital funds for Alzheimer's and dementia research.



* Raffle winner Shirley Ferrier (Dubbo, formerly Warren) with one of the organisers of the day Janet Ruskin Rowe and Robyn Gibson, Dubbo Bridge Club.

The Bridge for Brain Research Challenge is a national event, celebrating its 10th year in 2013, in support of research at Neuroscience Research Australia (NeuRA), one of the nation's leading medical research institutes.

Funds raised by the combined day on Monday will support NeuRA researchers working on improving early diagnosis of

dementia and developing treatments to prevent the disease altogether. At the same time, they may also be helping prevent dementia by keeping their brains fit.

Janet Ruskin Rowe of Warren Bridge Club and one of the organisers of the event said, "By taking part in the Bridge for Brain Research Challenge we are protecting our brains AND supporting brain research."

Playcentre for Warren Golf Club

The Warren Golf Club now boasts new playground equipment, which will no doubt



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Playing bridge for a cause



JOAN Bray left, Wonne Firnie, Glen Jones and Elizabeth Friend playing bridge for Alzheimer's research

LOCAL Bridge players from the Gunnedah Bridge Club are raising vital funds for Alzheimer's disease and Dementia research.

Bridge enthusiasts competed against each other on May 6 and raised funds to support research at Neuroscience Research Australia, one of the nation's leading medical research institutes.

Prof Peter Schofield, CEO of the Neuroscience Research Australia (NeuRA), said Australians are big believers in the power of use it or lose it.

"Our national survey of attitudes to brain health shows that most people do something at least a few times a week to maintain the fitness of their brain," he said.

Vice-President of the Gunnedah Bridge Club, Lois Shannon, said that by taking part in the Bridge for Brain Research Challenge, members were protecting their brains and supporting brain research at the same time. "Even if we don't win on the day, we all win in the long run," she said.

Winners on the day were May Waddington, Lola War-moll and Lizzie and Tony Blake.

The club ran a raffle on the day, a donation box and table fees were all donated to this worthy cause bringing the total raised by the Gunnedah Bridge Club to \$413.

To find out more about supporting 1300 888 019 or visit www.neura.edu.au

Bridge for brains

G U N N E D A H Bridge Club players will be using their brains to raise vital funds for Alzheimer's and Dementia research next Monday.

The Bridge for Brain Research Challenge is a national event celebrating its 10th year in 2013 in support of research at Neuroscience Research Australia.

NeuRA left, right, Wonne Firnie

PORT STEPHENS EXAMINER 9 MAY 2013

PEOPLE & EVENTS

Bridging the way for brain research

By **ELLIE MARIE WATTS**

BRIDGE players from across the Port united on Monday, using their brains to raise funds for Alzheimer's disease and dementia research.

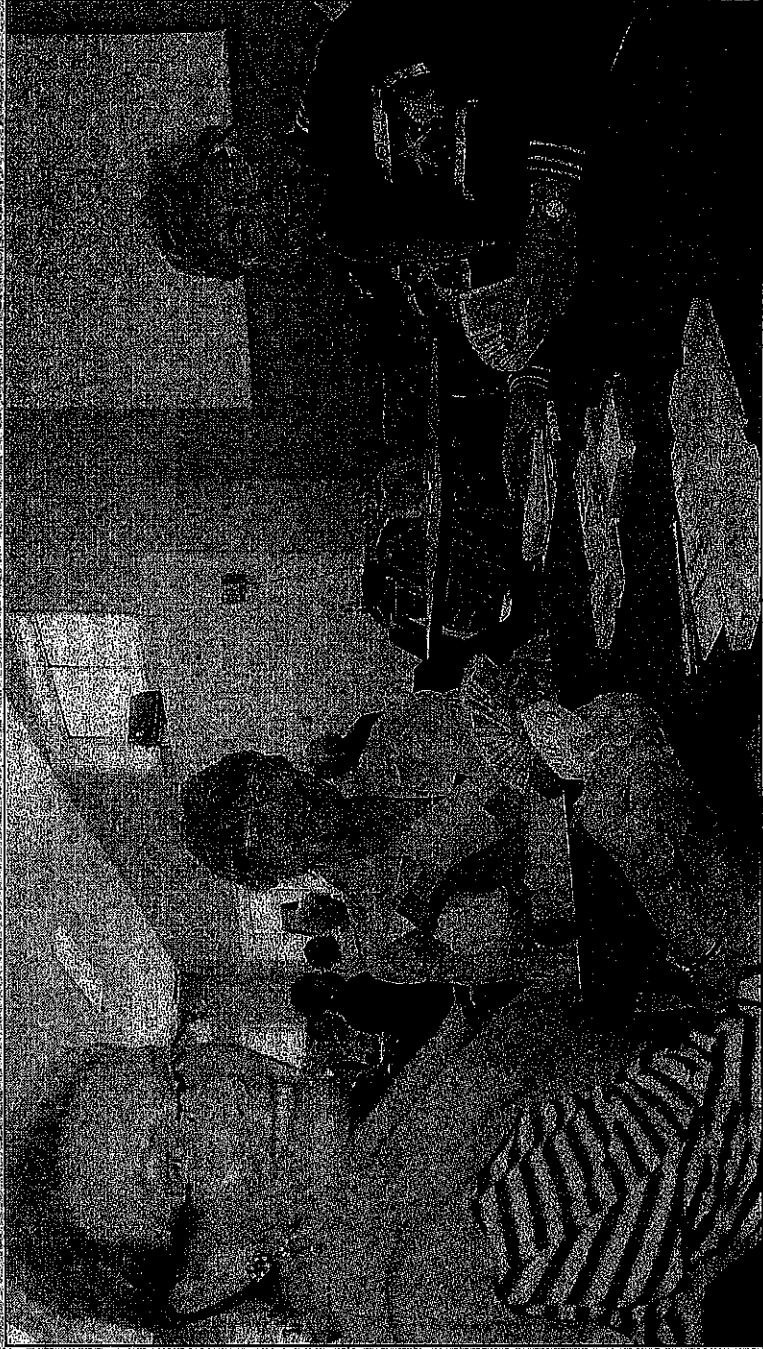
More than 100 members from the Tiligerry, Nelson Bay and Salamander Bay bridge clubs took part in the 10th annual Bridge for Brain Research Challenge.

The national event raises funds for Neuroscience Research Australia, where researchers work on improving early diagnosis techniques and developing preventative treatments for the diseases.

Nelson Bay Bridge Club member and player, Pat Pepper, said the idea behind the challenge was ironic.

"Bridge is a brain game," she said. "By taking part, you win in the long run."

The club donated the day's takings to the challenge.



MIND GAMES:
Nelson Bay
Bridge Club
players
Helen White,
Betty O'Hara
and Peta
Grice.

Picture:
Ellie-Marie
Watts

keeps brains healthy

Peter Gardiner talks to a woman who learned how to play bridge while in an internment camp

SO JUST what does one do when one is taken captive by the Japanese Imperial Army in China and sent to the Yangchow civilian internment camps?

Well, in the case of then 16-year-old Peggy Hillhouse, who was born in Shanghai to Australian parents, you get on with your lot and any spare time you're given - you learn to play bridge.

Peggy is now one of the Noosa Bridge Club's many sharp-minded octogenarians who last week were among the celebrated players in the Bridge for Brains Research Challenge.

"We were taken, 650 of us to Yangchow, which is 250km away from Shanghai,

"In camp a lot of people played bridge for some pleasure time when they weren't on duty working. We used to have tournaments in the camp.

"Actually my partner was one of the Irish-American priests who were also interned and he'd say 'come on Peg, sit down and play'. We used to play terrible bridge, when I come to think of it."

Peggy returned to Australia aged 20 and later married Noel Hillhouse and had two sons - one of them David who became an Australian Wallaby rugby player.

"My husband Noel was only ever a social bridge player.

Yeerongpilly Golf Club and there were some good bridge players there - we had early golf time and then played bridge until we had to go home to the kids.

"It's interesting, it's competitive, which is good - it's not just going out and looking at fashion parades and you have to use your brains.

"I think it's marvellous, you're mixing with people, you get dressed up as best as you can and make yourself look presentable."

Peggy, a "bronze life master" bridge player, and the other Noosa over 80s players who number more than 25, are the poster pin ups of what Bridge for Brains is all about - using what's "upstairs" to help ward off Alzheimer's and other dementia-related diseases.

For Peggy and the Noosa bridge-playing collective of Little Grey Cells, the



NOOSA Bridge Club Members who are in their 80s and who are big believers in the Bridge for Brains promotion.

PHOTO: CONTRIBUTED

Australians are big believers in the power of 'use it or lose it'

- PROF PETER SCHOFIELD

shows that most people do something at least a few times a week to maintain the fitness of their brain." Noosa Bridge Club president Jill Phillips loves seeing the benefit every week of what her members proudly embrace as "the world's most popular mind sport".

"Bridge is one of those activities that keeps the mind active," she said.

"By taking part in the Bridge for Brains Research Challenge, we are protecting our brains and



BRIDGE BOOST: Peggy Hillhouse, 87, plays the right card by keeping her brain sharp as a razor at the Noosa Bridge Club.

PHOTO: PETER GARDNER

leading medical research institute.

"Australians are big believers in the power of 'use it or lose it'," said the

trumped another in the heat of mental combat: "you are never too old or young to start beginners' classes".

"The bridge club hall was

PHOTO: PETER GARDNER

Playing bridge for a cause



JOAN Bray, left, Yvonne Finnie, Glen Jones and Elizabeth Frend, playing bridge for Dementia research

LOCAL Bridge players from the Gunnedah Bridge Club are raising vital funds for Alzheimer's disease and Dementia research.

Bridge enthusiasts competed against each other on May 6 and raised funds to support research at Neuroscience Research Australia, one of the nation's leading medical research institutes.

Prof Peter Schofield, CEO of the Neuroscience Research Australia (NeuRA), said Australians are big believers in the power of 'use it or lose it'.

"Our national survey of attitudes to brain health shows that most people do something at least a few times a week to maintain the fitness of their brain," he said.

Vice-President of the Gunnedah Bridge Club, Lois Shannon, said that by taking part in the Bridge for Brain Research Challenge, members were protecting their brains and supporting brain research at the same time.

"Even if we don't win on the day, we all win in the long run," she said.

Winners on the day were May Waddington, Lola War-moll and Lizzie and Tony Blake.

The club ran a raffle on the day, a donation box and table fees were all donated to this worthy cause, bringing the total raised by the Gunnedah Bridge Club to \$413.

To find out more about supporting NeuRA, phone 1300 888 019 or visit www.neura.edu.au/bridge

Bridge for brains

GUNNEDAH Bridge Club players will be using their brains to raise vital funds for Alzheimer's and Dementia research next Monday.

The Bridge for Brain Research Challenge is a national event, celebrating its 10th year in 2013, in support of research at Neuroscience Research Australia (NeuRA), one of the nation's leading medical research institutes.

Funds raised by Gunnedah Bridge Club will support NeuRA researchers working on improving early diagnosis of dementia and developing treatments to prevent the disease altogether.

At the same time, they may also be helping prevent dementia by keeping their brains fit.

For more information about the Bridge for Brain Research Challenge in Gunnedah, contact Elisabeth Heath on 0429 424 345. Email: pam.bradford99@gmail.com

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