



EUROPEAN BRIDGE LEAGUE

Yves Aubry
EBL President

To The Presidents of the EBL NBOs

Cc EBL Executive Committee

Thursday 19th April 2018

Dear Presidents,

No doubt you are aware of the fast spreading use of the internet in viewing and playing bridge. It is a most useful tool for all and can be accessed from many different platforms, giving individuals wonderful flexibility in how and where to avail of playing opportunities.

The EBL has decided to launch its own daily game for players of all abilities, sanctioning a game on the Funbridge platform, where one can play against “intelligent” robots at any hour of the day or night, on mobile phones, laptops, Ipads, Macs, PCs, etc.

I attach at Appendix I an explanatory leaflet from Funbridge that outlines the process of registering for players, starting to play against the “bots”, how they can access the EBL game, etc.

There will be an introductory free day’s play on Funbridge, and thereafter, it will cost €2 for each 16 board session. After costs, the surplus will be split between Funbridge and the EBL, with **10% of the Gross income being allocated against the NBO’s Membership Fees for the following year** and the remainder going towards Marketing & Promotion activities and the Youth Development Fund.

To support this initiative, a new structure of Master Point Awards – known as *e-points* – has been developed – see attached Appendix II. At the moment, it is envisaged that a prize will be awarded to the player who accumulates the most Master Points in a particular period, with this to be expanded when we see the response of our players.

Funbridge will administer the awarding of the “*e-points*” and we will have regular updates on these awards on the EBL website. With the technology now available, Funbridge can identify the nationality of the players on the site and thus can provide an accurate reckoning of the amount each NBO is building up for credit against their EBL Membership fees; we will provide a quarterly update on this to each NBO.

We hope that NBOs will become involved in the promotion of this activity, as you will tangibly benefit from it going forward. Promotion will be undertaken by EBL of course, but targeted promotion to your own clubs and players would undoubtedly be better received if it came from yourself. We are suggesting that you recruit a number of your best known players to become



involved on the launch day of the EBL game and use their personalities to encourage the wider body of players to participate. Don't forget to add the event to your Facebook page! Launch day is scheduled for 29/30 April, with paying participation to commence on 1 May.

A suggested name for this tournament is "Daily Bridge Workout", which incorporates the modern desire for regular activities to support your health with the definite benefits of bridge for your mental health.

We are developing a promotional brochure/flyer that will be circulated during the next week – written in English, but which can be translated into your own language. We will launch on the EBL website and Facebook on 24 April, giving us all ample time to "spread the word"!

I know that this can be of tremendous benefit to all our membership, and I look forward to significant numbers participating. If you have any comments or questions, please do not hesitate to contact me.

Best regards

Yves Aubry