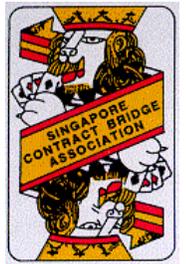


Media Release

Singapore Ladies Team places Singapore on the world bridge map



23 September 2005, Singapore – The Singapore Ladies Team has created history by qualifying for the 2005 World Bridge Championships, Venice Cup. Held from 22 October to 5 November in Estoril Portugal, the Venice Cup is the most prestigious world women’s championships on the international bridge circuit. The Singapore Ladies team consists of 6 participants: Greta Chai, Jane Choo, Kimiko Endo, Foo Yoke Lan, Lam Ze Ying and Seet Choon Cheng. Together the team has approximately 120 years of bridge playing experience amongst them.

“Our Ladies team has done Singapore proud. We wish them the best in Portugal, where they will be matching wits with the top bridge minds in the world,” said Mr Steve Robinson, President of the Singapore Contract Bridge Association (SCBA), the National Sports Association for bridge in Singapore. “Bridge is a fascinating intellectual game – a true sport for the mind. We hope that through raising its prestige by participating in the Venice Cup for the first time, we shall be able to attract more people in Singapore to join this stimulating hobby.”

Bridge is an ideal mind sport for men and women, of all ages, races, and backgrounds. Members of the Singapore Ladies team hold careers ranging from teaching, engineering, graphics design and caring for grandchildren! The Singapore Ladies Team qualified for the Venice Cup, after challenging 9 other teams at the 2005 Pacific Asia Bridge Federation (PABF) Championships, held in Seoul, Korea earlier this year.

“I love cards, I love to win, and I love challenges. Bridge is the ultimate sport that combines all three,” said Lam Ze Ying, who at 29 years old, is the youngest member of the team. “Previously everyone thought it impossible for Singapore to make it to the Venice Cup, because it is very tough to beat so many other teams at the PABF. Now that we are really going, it is more than a dream come true. It is a miracle!” Despite having only played bridge for 10 years, Ze Ying has represented Singapore a number of times at the PABF and ASEAN Bridge Championship games, in the Youth, Mixed, Ladies and Open Team categories.

With a month less to go, the Ladies Team is training hard, practising three times a week. SCBA is helping to raise funds to subsidise the team. Parties interested in sponsoring the team should contact SCBA.

In addition to Singapore, other countries sending teams are Argentina, Australia, Austria, Brazil, Canada, China, Egypt, England, France, Germany, India, Japan, Morocco, Netherlands, New Zealand, Pakistan, Portugal, Sweden, Venezuela, and the United States.

Bridge – a gymnastic for the mind

Bridge is the most comprehensively organised card game that trains logic, reasoning, memory, concentration, as well as ethics, trust and honour. More than just a hobby, bridge has developed its own unique culture, with its own set of rules, language and systems. Studies have shown that practicing bridge is an excellent protection against illnesses, such as Alzheimer's and Parkinson disease. Great minds around the world are known to play bridge, including Warren Buffet, Bill Gates, Omar Sharif, Deng Xiao Ping, Mao Ze Dong and Charles Schultz.

The Venice Cup was launched in 1974, in Venice, Italy, starting as a challenge match between women teams from the U.S. and Italy, which represented Europe. Held biannually, the Venice Cup is now into its 15th year.

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About the Singapore Contract Bridge Association (SCBA)

The Singapore Contract Bridge Association aims to encourage the growth and development of contract bridge in Singapore. SCBA is a member of the World Bridge Federation (WBF), the Pacific Asia Bridge Federation (PABF) and the ASEAN Bridge Council. It is also recognised by the Singapore Sports Council as the National Sports Association for Contract Bridge in Singapore. SCBA is located at the Singapore Intellectual Games Centre in Bishan.

For more information, visit: www.scba.org.sg