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London, UK – ATE, the UK-based exhibitions to e-commerce business, has succeeded in helping to generate no less than £71,000 (€100,000 / US\$ 113,000) in charitable donations so far this year.



The funds, which have been raised in association with the British amusement industry and the international casino sector across three principal events, will benefit a number of worthy causes.

The fundraising programme began in January when casino industry professionals at the ICE Ball amassed a total exceeding £42,000 (€59,200 / US\$ 66,800). The money raised is being used by the Children's Happiness Involves People (CHIPS) charity to provide powered wheelchairs for youngsters with various disabilities.

A further £25,000 (€35,200 / US\$ 39,800) was raised at the end of June when the UK amusement industry gathered in Cheshire for an annual charity golf event staged by ATE's weekly trade publication, Coinslot. This money is being distributed by The BACTA Charitable Trust, which helps channel funds raised by the British industry to a number of national causes.



Coinslot's five-a-side charity football competition, the most recent event which took place in Birmingham in mid-July, added a further £4,000 (€5,600 / US\$ 6,400) to the ATE charity tally. All proceeds from this venture are going to the Royal National Institute for the Deaf (RNID), which helped stage the competition.

ATE chief executive, Peter Rusbridge heralded the amounts raised, saying: "Social responsibility is at the top of the political agenda both in the UK and beyond. It is gratifying that so many involved in the industries that we serve, the vast majority of whom are either exhibitors or visitors to our London exhibitions, have contributed so generously to deserving causes."