



## CCPR changes its name

The EBU is pleased to advise that the CCPR has changed its name to the Sport and Recreation Alliance, so more people can understand their work. The EBU will continue to be a member of this organisation for national governing and representative bodies for sports and recreation.

### ***From the Sport and Recreation Alliance:***

January marks the beginning of an exciting new chapter for our organisation. Following a long process of consultation and implementation, today is the day on which we unveil our new identity to the world – as the Sport and Recreation Alliance.

We continue to be the same organisation, with the same good people, doing the same good work on behalf of our members but we have taken the momentous decision to change our name so that more people can understand what we are doing.

### *Why has CCPR changed its name?*

After 66 years under the name CCPR (which stood for Central Council of Physical Recreation, since you ask), it was time for change. Many people new to our organisation and its work didn't understand our name. We would have to spend valuable time in snatched conversations to give people a clue about what our role was. People told us it was a barrier to a wider understanding of sport and recreation and the valuable function we perform for the sector.

Our new name – the Sport and Recreation Alliance – tells people much more about the organisation and its work. We are an alliance of sport and recreation organisations – the governing and representative bodies in the sector – and we work collaboratively to put forward the views of our members and provide them with the services they need.

View their website here: <http://www.sportandrecreation.org.uk/>

### ***Press***

For further information, please contact **Matt Betts**, the EBU's press and communications officer, on **01296 317 200** or by email [Matt@ebu.co.uk](mailto:Matt@ebu.co.uk).

### ***Who Plays Bridge?***

Microsoft chairman Bill Gates, tennis legend Martina Navratilova, actor Omar Sharif and the world's top investor, Warren Buffett...to name just four. In this country an estimated 300,000 people play bridge regularly in hundreds of clubs in cities, towns and villages up and down the land.

### ***What is Bridge?***

Bridge is a trick-taking card game of skill and chance. It is played by four players who form two partnerships (sides); the partners sit opposite each other at a table. The game consists of the auction (often called bidding) and play, after which the hand is scored. Further information on the EBU and bridge can be found on the Media section of our website, please view [here](#).

### ***About the English Bridge Union***

The English Bridge Union was formed on 23 May 1936 and is a non-profit making membership-funded organisation committed to promoting the game of duplicate bridge. It is also a National Bridge Organisation in its own right affiliated to the European Bridge League and the World Bridge Federation. New players are the lifeblood of the game and the EBU are keen to encourage them. For more information on the English Bridge Union please visit: [www.ebu.co.uk/media/pressresources.htm](http://www.ebu.co.uk/media/pressresources.htm)