

## World Championships

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Until recently, with 7 million players, Bunko might have been the biggest little game nobody had ever heard of. Sometime around 2002, the media started to catch on that there was something going on with this game called “Bunko” that was growing like a wild fire. The culmination of this re-birth occurred in 2006, when Prilosec OTC® decided they could capitalize on this attention in an extremely bold marketing move.

Turns out, that according to their research, Bunko players had about double the incidence of heartburn as non-bunko players. Add to that the fact that 50% of women with heartburn buy remedies based on the recommendations of their friends, and the rationale for their interest becomes crystal clear.

In 2006, Prilosec OTC sponsored the first “World Bunco Championships” in Las Vegas, Nevada. Sanctioned by the World Bunco Association, they put up a very nice web site at [www.BuncoCentral.com](http://www.BuncoCentral.com), got a celebrity involved in the person of Marg Helgenberger, made a TV deal with the Oxygen Network, and finally anteed up \$50,000 so that 1000 women from all around the country could get together and roll the dice.

The event, held at the Paris Casino, was a huge success. Enough so that they contracted with the World Bunco Association, to sponsor the event until 2008, and went on to host a series of regional tournaments in Kansas City, MO, San Antonio, TX, Atlantic City, NJ and Nashville, TN. Four regional finalists and two additional players chosen by wildcard drawings won trips to the finals at the Mandalay Bay in 2007.

## 2007 World Championships at Mandalay Bay

The 2007 event was an even larger success. Online registration for the first 1000 players was full within 12 hours, and they soon had 2000 players waitlisted to play.

Sandra Lee was the celebrity this time, providing custom Bunko meals, and the Lifetime Channel got the TV show, producing “Let the Good Time Roll: The 2007 Bunco World Championship”.

The tournament was held in three rounds, with about 400 people playing each round. The players were seated in table grouping of 12 players, just like a regular Bunko night, with a central stage that held the Head table grouping for the entire event, and from where the emcee ran the operation.



*Between sets at the 2007 Bunco World Championships*

The winners from the three rounds went on to play in the semifinals on the second day, until finally the top players met at a