

## How Can You Help?

We need players, bridge clubs and organisations and other supporters to join us in the Keep Bridge Alive campaign so we can publicise and promote bridge more widely.

We would also be delighted to hear from you if you have research ideas, expertise or even time to support the campaign. Please contact us at [alumni@stir.ac.uk](mailto:alumni@stir.ac.uk)

The money raised will go towards funding two part-time researchers to work alongside Professor Punch. This new research team will explore interactions within bridge regarding well-being, healthy aging and social connection. We will also produce a library of accessible materials aimed at different audiences, including schools, to encourage growth of the game and help shift the image of bridge. Ultimately we aim to launch a global collaborative research project focusing on the benefits that bridge contributes to health and well-being, leading to the long-term sustainability of the mind sport.

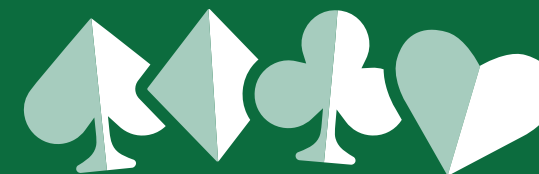
Please join us by contributing to the Keep Bridge Alive Campaign so that more people, including your children and grandchildren, can share the benefits of this endlessly fascinating mind sport.

To support the establishment of the Sociology of Bridge you can donate via our Crowdfunder UK page at [crowdfunder.co.uk/u5c0e5e7810869](https://www.crowdfunder.co.uk/u5c0e5e7810869); online on the University of Stirling website at [stir.ac.uk/about/our-people/alumni/support-stirling/make-a-donation](http://stir.ac.uk/about/our-people/alumni/support-stirling/make-a-donation); or by filling in the form enclosed.

## Donations from the USA

The University is an Associate Member of the American Fund for Charities (EIN 52-2109597), a US non-profit organisation which supports the work of charitable organisations throughout the world.

Donations made by US taxpayers to the University, as an Associate of the American Fund for Charities, is tax-deductible to the extent allowed by law. Please contact us at [alumni@stir.ac.uk](mailto:alumni@stir.ac.uk) and we'll ensure you have the correct paperwork.



# Keep Bridge Alive

The University of Stirling's new campaign  
to establish the Sociology of Bridge



**The Sociology of Bridge is a research project and an emerging academic field exploring interactions within the mind sport, well-being, healthy ageing and social connection as experienced in the bridge world.**

Today, fewer people are playing bridge and there is a fear within the bridge community that the game will become extinct if we don't recruit a new generation of players.

Players know that bridge as a mind sport encourages immersion whilst promoting focus and clear thinking, which can offer a welcome distraction from worries, helping to alleviate stress and boost self-esteem.

Bridge, as a partnership and team game, facilitates communication and the development of social connections as well as contributing to intergenerational community building.



Professor Samantha Punch and Zia Mahmood, International Bridge Player

### What is the Sociology of Bridge?

Sociology is a way of exploring and understanding how society works. The sociology of bridge is about understanding how the bridge world works: what motivates players, opportunities for skill development and the dynamics of the game.

By doing research which highlights the benefits and skills that playing bridge provides, we can develop an evidence base to persuade governments and employers to consider investing in getting more bridge into schools, universities, and local communities.

### Why Bridge?

Bridge is considered by many to be the greatest card game of all, providing immense fulfilment and enjoyment over one's life. Bridge combines excitement, challenge and mental stimulation that enables players to stretch their thinking, which in turn is a good workout for brain fitness and healthy ageing. Bridge also offers opportunities to socialise and have fun. Social connection is the number one factor (more important than diet or exercise) in terms of having a longer, healthier and more meaningful life, so the social element of bridge helps us to age well.



“Bridge is my passion as it is rewarding in so many ways: a never-ending fountain

of fascination which is fully absorbing. The appeal of bridge lies in immersing oneself in the thrill of competition amidst the social interactions of the bridge community at and away from the table.”

Professor Samantha Punch,  
Scottish Bridge Player

“Research is like bridge: you have to investigate to better understand what's going on around you.”

Simon Fellus,  
World Bridge Federation (WBF) Secretary



“It's just an amazing game really. It's the fusion of the competition, playing against two opponents,

and especially the co-operation - the partnership aspect that makes it so amazing.”

Andrew Robson,  
English Bridge Player, Bridge Columnist for  
*The Times* and owner/teacher of the Andrew  
Robson Bridge Club, London



“The European Bridge League, which administers the sport of bridge in Europe, is pleased to

lend its support to the Sociology of Bridge research projects being undertaken by the University of Stirling under the leadership of Professor Samantha Punch. Better understanding of the sociological and educational aspects of bridge, through evidence-based scientific research, will greatly enhance the development of our sport to the ultimate benefit of society.”

Jan Kamras,  
European Bridge League (EBL) President  
(The European Bridge League has donated  
6000 euros towards the Keep Bridge  
Alive Campaign)



“It's an addiction that is difficult to resist. It's a pleasure and it's a passion and it's something that if you enjoy

it, you don't put it down. Professor Punch's research at the University of Stirling on the benefits of bridge is just what the bridge world needs to attract new players to our amazing card game.”

Zia Mahmood,  
International Bridge Player