



Paf Open spiced up with rock bingo and treasure hunt

During the Paf Open beach volleyball tournament the gaming company Paf will be presenting a totally new bingo concept – rock bingo.

Paf will also be arranging a treasure hunt in the beach volleyball sand.

The Paf Open 2012 beach volleyball tournament is part of the Ladies World Tour, and among other the bronze medal winners from the Olympics in London will be taking part.

Paf Open takes place on Åland, which is also home to Paf, the event's title sponsor. For Paf and its customers the tournament is one of the year's biggest parties.

- Paf Open is very appreciated by our customers. We have almost 300 customers and their guests on site and we will be having a lot of fun together, says Paf's Project Leader, Jannik Svahnström.

Among other things they will be looking for treasure worth 1,000 euros by digging in the sand on a beach volleyball court.

- Last year it was a tough but jovial battle. It's really fun watching a bunch of people rushing onto the sand and starting to dig with their hands.

Paf is also arranging something that has never been seen before. At the main arena will be playing rock bingo. The bingo will be led by a rock band who will alternate between playing songs and calling out bingo numbers. The band leading the rock bingo are the experienced Åland band, Willycranes. It is free to take part in the bingo and there are 1,000 euros to be won.

"We like the concept. We are expecting a crazy, fun time with a big, happy and enthusiastic audience. We promise to do our utmost to make it rock hard," says Nicklas Söderström who plays guitar in Willycranes.

There will be lots more Paf activities during Paf Open week. Anyone visiting Paf's tent in the Paf Open area can, for example, take part in competitions and run for a good cause.

Over the weekend even Paf's own orchestra The Millionrunners will be performing at both some obvious and more unusual places. They could turn up and spread a little joy when you least expect it.

- We hope that Paf Open will be a real festival. As Paf is offering free entry to all matches there is really no reason to stay away," says Paf's Head of Press and PR, Anders Sims.

Anyone wanting to witness the Paf Treasure Hunt should head to the side courts at 7pm on Friday 31 August.

Paf Rock Bingo is open for all to take part and will be played (in two senses) on centre court on Saturday 1 September at 7pm-8pm.

[Click here to read more about Paf Open!](#)

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Paf was founded in 1966 with the clear purpose of creating profit to support good causes. This purpose is still our principle reason for being. Today Paf.com is an international full-service online gaming site with over 150 games. We also maintain a large physical gaming operation on land and sea with about 1 300 gaming machines, 40 gaming tables on ships and Paf Casino on Åland. We offer safe and socially responsible money games to give our customers pleasure and entertainment.

In 2011 the Paf Group had a turnover of €96.3 million producing a profit of €21.5 million and the contribution to good causes was €10.5 million. The group has over 300 employees with offices in Mariehamn, Helsinki, Stockholm, Tallinn and Madrid.