



BRIDGE FOR BRAIN RESEARCH CHALLENGE

♣ **2011 Bridge for Brain Research Challenge** ♣
♠ **Register your Club/Team's interest** ♠

Official name of your Club/Team: _____

Contact Name: _____

Mailing Address: _____

Contact phone number: _____

*Email: _____

How many tables do you anticipate taking part in the Challenge?: _____

What date in the first week of May do you expect to play the Challenge?: _____

**We are hoping to reduce the amount of printing and postage this year by providing a lot more information across the internet and via email.*

Please return:

Email: s.grove@neura.edu.au

Fax: 02 9399 1082

Postage using Reply Paid Envelope provided



**Neuroscience
Research Australia**

Discover. Conquer. Cure.

www.neura.edu.au

Po Box 1165, Randwick NSW 2031



**BRIDGE
FOR BRAIN
RESEARCH
CHALLENGE**



**Neuroscience
Research Australia**
Discover. Conquer. Cure.

2011 Bridge for Brain Research Challenge
- Play your hand in changing people's lives -

CLUB SUMMARY FORM

Club Name: _____

Contact Name: _____

Postal Address: _____

Email Address: _____

Number of Players: _____

Did your Club score online this year? Yes No
If No, please describe the Movement that you ran: _____

Entry Fee Total: \$ _____

Fundraising/Donation Total: \$ _____

TOTAL ENCLOSED: \$ _____
(cheques made payable to Neuroscience Research Australia)

Please attach and send in the postage paid envelope provided:

- ✓ Pairs Seating Chart
- ✓ Donation forms
- ✓ If your Club did not score online, all seating forms and Travelling Score Sheets (or facsimile thereof from your scoring system)
- ✓ Total money raised

Supported by



2011 Bridge for Brain Research Challenge

PAIRS SEATING

| Table | North South | East West |
|-------|------------------|------------------|
| | Name: ABF NO: | Name: ABF NO: |

Please put your ABF number in if known as this will speed up the processing of the event. If you are over 75 please include your date of birth

Use as many copies of this document as are necessary for your movement.
If more than one movement was run, indicate clearly on this form the movement to which this form belongs.

2011 Bridge for Brain Research Challenge

SCORING ADVICE

♣ **Score online** ♣

We are encouraging all clubs to score online. Not only will it save you time and money, but it is very easy to do!

Step by step guide to scoring online:

- Register club at www.nationwidepairs.com.au/bridge_for_brain.html - Administration page.
- Movements from BridgeMaster, bridge-club.org and ScoreBridge are automatically accepted.
- BridgeMaster users can go to their Administration page on www.abfmpc.com and use the link there to send their movements to Bridge for Brain.
- Those using bridge-club.org & ScoreBridge use links www.nationwidepairs.com.au/bridge_for_brain.html.
- bridge-club.org users will be presented a list of their last few single session pairs results on Bridge-club.org. If the event is there, click on link for that event and data is collected.

You are taken through several screens where names of players are linked with ABF Numbers. It is recommended users have a list of ABF Numbers for their players before attempting this process. If event is not there, but is at some other place on Bridge-club.org, email bfb@migrationpath.net.au – include: Club Name and location on bridge-club.org of event.

- Users of ScoreBridge will be asked for the name of the ScoreBridge .htm file. Use browse option to search for file on the user's machine. When file is sent, it is processed and data collected.

You are taken through several screens where names of players are linked with ABF Numbers. It is recommended users have a list of ABF Numbers for their players before attempting this process. If you are unable to process email bfb@migrationpath.net.au include: Club Name and ScoreBridge file for event.

All other users go to the Administration Page on www.nationwidepairs.com.au/bridge_for_brain.html, set up movement, input seating and results, then commit results. For any problems with process email bfb@migrationpath.net.au include: Club Name, Movement Type and description of your problem.

Don't have a userid or password?

If your club does not have a userid and password, then follow the link on the homepage, complete the online form and you will be sent a userid and password.

♣ **Seating document if not scoring online** ♣

For clubs not scoring online, please find included in Play Kit a seating document, which must be completed and sent with your Club Summary form and include Travelling Score Sheets.

Please let us know the movement you ran, stating '6 table Mitchell' is not sufficient if you have an arrow switch round, share and relay or a movement that is not easily identifiable from the Travelling Score Sheets.

Please call Stephanie Grove on 1300 888 019 or email s.grove@neura.edu.au if you have any questions.

Media Release



[INSERT DATE]

Local Bridge players power brain research

Local Bridge players from [insert name of club, town or suburb] are raising vital funds for Alzheimer's disease and dementia research.

The *Bridge for Brain Research Challenge*, supported by the Australian Bridge Federation, will take place in the first week of May. Bridge enthusiasts from all around the country will compete against each other and raise funds to support research at Neuroscience Research Australia, one of the nation's leading medical research institutes.

"Australians are big believers in the power of 'use it or lose it,'" says Prof Peter Schofield, CEO of the Neuroscience Research Australia (NeuRA).

"Our national survey of attitudes to brain health shows that most people do something at least a few times a week to maintain the fitness of their brain," he says.

Bridge is one of those activities that keeps the mind active, says Prof Schofield. "We are encouraging all Bridge players around Australia – young, old, experienced players and novices – to take part in our challenge and help us find cures for diseases and disorders of the brain," he says.

Since 2004, the *Bridge for Brain Research Challenge* has been growing in popularity. The annual challenge raises around \$35,000 each year to support research into brain diseases such as dementia, Alzheimer's and Parkinson's disease.

[Insert President/Secretary's name] of the [Insert Name of Club] says, "By taking part in the Bridge for Brain Research Challenge, we are protecting our brains AND supporting brain research. Even if we don't win on the day, we all win in the long run."

To participate in the *Bridge for Brain Research Challenge*, call NeuRA on 1300 888 019 or visit www.neura.edu.au.

INTERVIEW/PHOTO OPPORTUNITY

Contact: [Name of contact person] from [name of club] on [insert contact details here]

[Are you doing anything special on the day? Or is there a participant with a good story to tell? Add those details here. Some examples are below]

- E.g. We are holding an additional BBQ/Raffle/Morning tea to fundraise for the research
- E.g. We have a over 90 – 100 year old player who has been playing since XXX
- E.g. We have a celebrity/personality who plays bridge regularly



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**Neuroscience
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TIPS FOR SPEAKING TO THE MEDIA

Below are a few tips to consider when contacting your local media to promote the 2011 Bridge for Brain Research Challenge.

Which media should I target?

Local and community: newspapers, magazines, radio stations, television stations

Who should I contact?

The best person to start with is the editor of the print media (newspapers and magazines) or the producer for broadcast media (radio and television). If you have a contact at the paper or station then utilise those networks.

Where can I get contact details?

Most media outlets have a website or are listed in the phone directory for you to search contact details. If you don't have the name of a specific individual to contact, it is worth calling the switch number and asking to speak with the journalist who covers social and community issues/affairs.

How can I increase my chances of the media being interested?

- Offer to help set up a photo opportunity for their photographer with local community members, or send in a photo that you took yourself.
- Find someone in your group who has a good story to tell and is willing to be interviewed. This could be someone who has a strong motivation for raising money for brain research, i.e. they have a family member with dementia or a good friend who suffers from Parkinson's disease and want to help find a cure.
- Are you doing something special or quirky on the day that would make a good picture or story? Tell the media about this.

What do I do next?

Below is a suggested structure to follow when contacting your local media:

Introduction: Good morning/afternoon, I am [insert name] from [insert club name] Club. I wonder if you may have a few moments for me to go through what we have planned for the 2011 Bridge for Brain Research Challenge this year.

What is the Bridge for Brain Research Challenge: Bridge players across Australia will be participating in the annual bridge challenge throughout the first week in May to support research into Alzheimer's disease and other dementias at Neuroscience Research Australia

This year, the Challenge is being held between 1 – 7 May 2011. Almost 4,000 players participate annually and help raise over \$35,000 each year.

Neuroscience Research Australia is the nation's leading independent research institute dedicated to diseases and disorders of the brain.

Our local club, [insert club name] Club, is participating on [insert date]

I can send through a media release which you and your readers/viewers may find interesting. What is your email address, fax number and I will send it through straight away.

Please don't hesitate to contact me [insert club name and contact details] if you have any questions or need more information.

| | | |
|--|--|--|
| <p>1 ♠ 8 Dir: N ♥ Q1083 Vul: None ♦ AK643 ♣ 1063</p> <p>♠ K109732 ♠ AQJ5 ♥ 5 ♥ AK764 ♦ 97 ♦ Q102 ♣ K872 ♣ 4</p> <p>9 ♠ 64 6 16 ♥ J92 ♦ J85 9 ♣ AQJ95</p> <p>♠ ♥ ♦ ♣ NT N 1 1 - - - S 1 1 - - - E - 2 4 3 W - 2 4 3</p> | <p>2 ♠ AK1083 Dir: E ♥ J74 Vul: N-S ♦ Q ♣ QJ103</p> <p>♠ Q74 ♠ 5 ♥ A1065 ♥ Q ♦ K98 ♦ J1075432 ♣ K97 ♣ A642</p> <p>13 ♠ J962 12 7 ♥ K9832 ♦ A6 8 ♣ 85</p> <p>♠ ♥ ♦ ♣ NT N - - 2 3 - S - - 2 3 - E 1 4 - - - W 1 4 - - -</p> | <p>3 ♠ 543 Dir: S ♥ K Vul: E-W ♦ J10843 ♣ 8764</p> <p>♠ A96 ♠ KJ2 ♥ AQ542 ♥ 1087 ♦ AK9 ♦ Q652 ♣ Q3 ♣ J95</p> <p>4 ♠ Q1087 19 7 ♥ J963 ♦ 7 10 ♣ AK102</p> <p>♠ ♥ ♦ ♣ NT N - - - - - S - - - - - E - 2 3 1 3 W - 2 3 1 3</p> |
| <p>4 ♠ AJ4 Dir: W ♥ KQ9642 Vul: Both ♦ 86 ♣ 74</p> <p>♠ Q986 ♠ 7532 ♥ 103 ♥ AJ75 ♦ KJ10542 ♦ Q973 ♣ Q ♣ 2</p> <p>10 ♠ K10 8 7 ♥ 8 15 ♥ A ♣ AKJ1098653</p> <p>♠ ♥ ♦ ♣ NT N 6 - 3 - 6 S 6 - 3 - 6 E - 1 - 1 - W - 1 - 1 -</p> | <p>5 ♠ K32 Dir: N ♥ 10 Vul: N-S ♦ QJ1075 ♣ AQ53</p> <p>♠ A7 ♠ Q1094 ♥ J92 ♥ AKQ84 ♦ AK8 ♦ 64 ♣ J9862 ♣ K7</p> <p>12 ♠ J865 13 14 ♥ 7653 1 ♦ 932 ♣ 104</p> <p>♠ ♥ ♦ ♣ NT N - - - - - S - - - - - E 4 - 5 4 4 W 4 - 5 4 4</p> | <p>6 ♠ 984 Dir: E ♥ 974 Vul: E-W ♦ KJ2 ♣ Q974</p> <p>♠ K63 ♠ A75 ♥ K108 ♥ 6532 ♦ A1075 ♦ Q63 ♣ J52 ♣ A83</p> <p>6 ♠ QJ102 11 10 ♥ AQJ 13 ♥ 984 ♣ K106</p> <p>♠ ♥ ♦ ♣ NT N 1 - - 1 - S 1 - - 1 - E - 1 1 - 1 W - 1 1 - 1</p> |
| <p>7 ♠ KQ873 Dir: S ♥ AK763 Vul: Both ♦ KJ10</p> <p>♠ A1076 ♠ QJ952 ♥ 42 ♥ J106 ♦ J84 ♦ 1052 ♣ 9863 ♣ Q7</p> <p>16 ♠ K843 5 6 ♥ A95 13 ♥ Q9 ♣ A542</p> <p>♠ ♥ ♦ ♣ NT N 5 7 7 - 3 S 5 7 7 - 6 E - - - - - W - - - - -</p> | <p>8 ♠ 4 Dir: W ♥ 1096 Vul: None ♦ J9853 ♣ 9842</p> <p>♠ 1076 ♠ AQJ932 ♥ 874 ♥ KQ ♦ 742 ♦ AK ♣ KQ107 ♣ A65</p> <p>1 ♠ K85 5 23 ♥ AJ532 11 ♦ Q106 ♣ J3</p> <p>♠ ♥ ♦ ♣ NT N - - 1 - - S - - 1 - - E 4 - - 5 2 W 4 - - 5 2</p> | <p>9 ♠ KQ85 Dir: N ♥ J5 Vul: E-W ♦ Q82 ♣ 8753</p> <p>♠ 9763 ♠ AJ104 ♥ A2 ♥ K1076 ♦ 104 ♦ J76 ♣ AQJ109 ♣ 64</p> <p>8 ♠ 2 11 9 ♥ Q9843 12 ♦ AK953 ♣ K2</p> <p>♠ ♥ ♦ ♣ NT N - 1 - - - S - 1 - - - E 4 - - 4 2 W 4 - - 4 2</p> |
| <p>10 ♠ A95 Dir: E ♥ 6542 Vul: Both ♦ A652 ♣ 75</p> <p>♠ J4 ♠ Q108 ♥ K98 ♥ A103 ♦ J1074 ♦ Q3 ♣ 10943 ♣ AQJ86</p> <p>8 ♠ K7632 5 15 ♥ QJ7 12 ♥ K98 ♣ K2</p> <p>♠ ♥ ♦ ♣ NT N - - 1 2 - S - - 1 2 - E 2 - - - - W 1 - - - -</p> | <p>11 ♠ Q85 Dir: S ♥ Q Vul: None ♦ KJ64 ♣ J10973</p> <p>♠ KJ4 ♠ A1096 ♥ A65432 ♥ KJ10 ♦ 109 ♦ A852 ♣ 62 ♣ 54</p> <p>9 ♠ 732 8 12 ♥ 987 11 ♦ Q73 ♣ AKQ8</p> <p>♠ ♥ ♦ ♣ NT N 2 - - - - S 2 - - - - E - 1 5 5 2 W - 1 5 5 2</p> | <p>12 ♠ QJ73 Dir: W ♥ Q93 Vul: N-S ♦ A109 ♣ A54</p> <p>♠ AK9 ♠ 10862 ♥ 8 ♥ 1062 ♦ K86532 ♦ Q4 ♣ J87 ♣ Q1062</p> <p>13 ♠ 54 11 4 ♥ AKJ754 12 ♦ J7 ♣ K93</p> <p>♠ ♥ ♦ ♣ NT N 1 - 4 1 4 S 1 - 4 1 4 E - 1 - - - W - 1 - - -</p> |
| <p>13 ♠ A8742 Dir: N ♥ A6 Vul: Both ♦ K982 ♣ 65</p> <p>♠ KQ ♠ 1063 ♥ KQ932 ♥ J874 ♦ AJ6 ♦ 54 ♣ K104 ♣ A987</p> <p>11 ♠ J95 18 5 ♥ 105 6 ♥ Q1073 ♣ QJ32</p> <p>♠ ♥ ♦ ♣ NT N - 1 - 1 - S - 1 - 1 - E 2 - 3 - 2 W 2 - 3 - 2</p> | <p>14 ♠ AKJ95 Dir: E ♥ 98 Vul: None ♦ 95 ♣ J542</p> <p>♠ Q1083 ♠ 762 ♥ A73 ♥ KJ542 ♦ AK4 ♦ Q32 ♣ A76 ♣ 98</p> <p>9 ♠ 4 17 6 ♥ Q106 8 ♥ J10876 ♣ KQ103</p> <p>♠ ♥ ♦ ♣ NT N 2 - - 1 - S 2 - - 1 - E - - 2 - - W - - 2 - -</p> | <p>15 ♠ AJ973 Dir: S ♥ AK10 Vul: N-S ♦ 10865 ♣ K</p> <p>♠ K542 ♠ Q ♥ 52 ♥ J984 ♦ K74 ♦ AQ92 ♣ Q963 ♣ J542</p> <p>15 ♠ 1086 8 10 ♥ Q763 7 ♥ J3 ♣ A1087</p> <p>♠ ♥ ♦ ♣ NT N - 1 3 4 2 S - 1 3 4 2 E 1 - - - - W 1 - - - -</p> |
| <p>16 ♠ J84 Dir: W ♥ K52 Vul: E-W ♦ 942 ♣ 10964</p> <p>♠ Q52 ♠ AK ♥ Q1043 ♥ 86 ♦ K ♦ QJ10863 ♣ QJ753 ♣ AK2</p> <p>4 ♠ 109763 10 17 ♥ AJ97 9 ♥ A75 ♣ 8</p> <p>♠ ♥ ♦ ♣ NT N - - - - - S - - - - - E 4 3 3 - 3 W 4 3 3 - 3</p> | <p>17 ♠ KQJ75 Dir: N ♥ A2 Vul: None ♦ J7 ♣ A732</p> <p>♠ A6432 ♠ 10 ♥ Q986 ♥ KJ1043 ♦ K103 ♦ Q984 ♣ J ♣ K85</p> <p>15 ♠ 98 10 9 ♥ 75 6 ♥ A652 ♣ Q10964</p> <p>♠ ♥ ♦ ♣ NT N 3 - - 1 1 S 3 - - 1 1 E - 2 3 - - W - 2 3 - -</p> | <p>18 ♠ 1095 Dir: E ♥ AJ86 Vul: N-S ♦ 109 ♣ AQJ2</p> <p>♠ AQ73 ♠ J4 ♥ 109 ♥ Q52 ♦ 43 ♦ AKQ862 ♣ K7653 ♣ 94</p> <p>12 ♠ K862 9 12 ♥ K743 7 ♥ J75 ♣ 108</p> <p>♠ ♥ ♦ ♣ NT N - - 2 1 - S - - 2 1 - E - 2 - - - W - 2 - - -</p> |



2011 Bridge for Brain Research Challenge

♣ *Yes! I want to support research into Alzheimer's disease and other dementias* ♣

DONATION FORM

Club Name: _____

♣ **Player Number 1** ♣

Name: _____

Address: _____

Suburb: _____ **Post Code:** _____

I would like to support the *Bridge for Brain Research Challenge* by making a donation of: (please circle)

\$20 \$50 \$75 \$100 or \$ _____

Cheque or money order (payable to Neuroscience Research Australia)

Credit Card MasterCard Visa Amex Diners

Card Number: _____ **Expiry Date:** _____

Signature _____ *Thank you for your support!*

Please tick this box if you would not like us to keep you informed of our research and discoveries

♣ **Player Number 2** ♣

Name: _____

Address: _____

Suburb: _____ **Post Code:** _____

I would like to support the *Bridge for Brain Research Challenge* by making a donation of: (please circle)

\$10 \$20 \$50 \$75 \$100 or \$ _____

Cheque or money order (payable to Neuroscience Research Australia)

Credit Card MasterCard Visa Amex Diners

Card Number: _____ **Expiry Date:** _____

Signature _____ *Thank you for your support!*

Please tick this box if you would not like us to keep you informed of our research and discoveries

All donations over \$2 are tax deductible ABN 94 050 110 346 – CFN 14966

Please send all money to: Bridge for Brain Research Challenge, PO Box 1165, Randwick NSW by June 1st 2011

Neuroscience Research Australia Bridge for Brain Research Challenge 2011

| | | |
|--|--|---|
| <p>1 ♠ 8 ♥ Q1083 ♦ AK643 ♣ 1083</p> <p>Dir: N Vul: None</p> <p>♠ K109732 ♥ 5 ♦ 97 ♣ K872</p> <p>♠ AQJ5 ♥ AK764 ♦ Q102 ♣ 4</p> <p>♠ 64 ♥ J92 ♦ J85 ♣ AQJ95</p> <p>♠ 13 ♥ 11 ♦ 243 ♣ 243</p> | <p>2 ♠ AK1083 ♥ J74 ♦ Q ♣ QJ103</p> <p>Dir: E Vul: N-S</p> <p>♠ Q74 ♥ A1085 ♦ K98 ♣ K97</p> <p>♠ 5 ♥ Q ♦ J1076432 ♣ A642</p> <p>♠ J962 ♥ K9832 ♦ A6 ♣ 85</p> <p>♠ 12 ♥ 7 ♦ 8 ♣ 8</p> | <p>3 ♠ 543 ♥ K ♦ J10843 ♣ 8764</p> <p>Dir: S Vul: E-W</p> <p>♠ A98 ♥ AQ542 ♦ AK9 ♣ Q3</p> <p>♠ KJ2 ♥ 1097 ♦ Q852 ♣ J95</p> <p>♠ 4 ♥ Q1087 ♦ J963 ♣ 7</p> <p>♠ 19 ♥ 7 ♦ 10 ♣ AK102</p> <p>♠ 11 ♥ 23 ♦ 14 ♣ 14</p> |
| <p>4 ♠ AJ4 ♥ KQ9642 ♦ 86 ♣ 74</p> <p>Dir: W Vul: Both</p> <p>♠ Q986 ♥ 103 ♦ KJ10542 ♣ Q</p> <p>♠ 7532 ♥ AJ75 ♦ Q973 ♣ 2</p> <p>♠ K10 ♥ 8 ♦ A ♣ AKJ1098653</p> <p>♠ 10 ♥ 8 ♦ 7 ♣ 15</p> <p>♠ 12 ♥ 13 ♦ 14 ♣ 1</p> | <p>5 ♠ K32 ♥ 10 ♦ QJ1075 ♣ AQ53</p> <p>Dir: N Vul: N-S</p> <p>♠ A7 ♥ J92 ♦ AK9 ♣ J9862</p> <p>♠ Q1094 ♥ AKQ84 ♦ 64 ♣ K7</p> <p>♠ J865 ♥ 7653 ♦ 932 ♣ 104</p> <p>♠ 13 ♥ 12 ♦ 14 ♣ 1</p> | <p>6 ♠ 984 ♥ 974 ♦ KJ2 ♣ Q974</p> <p>Dir: E Vul: E-W</p> <p>♠ K83 ♥ K108 ♦ A1075 ♣ J62</p> <p>♠ A75 ♥ 6532 ♦ Q83 ♣ A83</p> <p>♠ 6 ♥ QJ102 ♦ AQJ ♣ 984</p> <p>♠ 11 ♥ 10 ♦ 13 ♣ K106</p> <p>♠ 11 ♥ 11 ♦ 11 ♣ 11</p> |
| <p>7 ♠ KQ873 ♥ AK763 ♦ KJ10 ♣ QJ952</p> <p>Dir: S Vul: Both</p> <p>♠ A1076 ♥ 42 ♦ J84 ♣ 9863</p> <p>♠ J109 ♥ 1052 ♦ Q7</p> <p>♠ K843 ♥ A95 ♦ Q9 ♣ A542</p> <p>♠ 18 ♥ 6 ♦ 6 ♣ 13</p> <p>♠ 11 ♥ 7 ♦ 7 ♣ 6</p> | <p>8 ♠ 1076 ♥ 874 ♦ 742 ♣ KQ107</p> <p>Dir: W Vul: None</p> <p>♠ 1098 ♥ J853 ♦ 9842</p> <p>♠ AQJ932 ♥ KQ ♦ AK ♣ A63</p> <p>♠ K85 ♥ AJ532 ♦ Q106 ♣ J3</p> <p>♠ 1 ♥ 23 ♦ 11 ♣ 11</p> | <p>9 ♠ KQ85 ♥ J5 ♦ Q82 ♣ 8763</p> <p>Dir: N Vul: E-W</p> <p>♠ 9763 ♥ A2 ♦ 104 ♣ AQJ109</p> <p>♠ 2 ♥ Q8843 ♦ AK953 ♣ K2</p> <p>♠ 8 ♥ 9 ♦ 12 ♣ 2</p> <p>♠ 11 ♥ 9 ♦ 12 ♣ 2</p> |

- At most tables a 1♥ opening from East will see West respond 1♠ and the side will have no problem getting to 4♠. At a few tables South might make an unattractive 2♣ interpose which should not alter the end result. West is not strong enough to respond 2♠ (10+ HCP), but can double, negative, promising 4+ spades and 6+ HCP. North should support clubs, but East will bid 4♠. If South is on lead a diamond is best; with West declarer, North should start with a top diamond. A few declarers might make 11 tricks when the defence does not lead or switch to diamonds.
- The 7-4 shape justifies a 4♦ opening even though the suit is so bad. If 3♦ is chosen then West should raise the pre-empt to 4♦, making it hard for the opponents to enter the auction. If West is left to open the auction then NS will get to their spade fit. East will be unlikely to stop bidding diamonds whatever the level. Those few at NS who manage to play 4♠ should take note of the very long suit which East has shown and finesse for the trump queen, rather than playing for the 2-2 break. East can defeat 4♠ via ♥Q to the ace and a heart ruff or by the ♣A lead followed by the heart switch. Playing modern Standard East will raise a 1♥ opening from West to 2♥. West might now bid 3NT giving East the choice between 3NT and 4♥. East should pass 3NT. A few will respond 1NT on the 4333 shape, which offers partner no ruffing value, rather than raising hearts and steer the side into a slightly easier 3NT game. Those playing 4♥ cannot afford a safety play in trumps and will finesse the heart queen into the stiff king and lose 3 trump tricks with 2 clubs. Taking a safety play in hearts, ducking the first round or cashing the ace, is the only way to make 9 tricks in either game. A weak 2♥ opening (or an ubiquitous 2♠) from North will not really help South in determining just how high to fly with the club suit. Describing a 9-card suit isn't easy in any system. Either missing ace in partner's hand will make 6♣ a playable contract while the ♠A makes the contract impregnable. Most will settle for 5♣ but quite a few will judge that the slam is worth the chance. If the auction is allowed to start with a game force from South in 4th seat or North opens 1♥ and NS can set clubs as trumps and check on aces, then 6♣ (or even 6NT) should be reached.
- East will make a 1♥ interpose over North's 1♠ opening. South will pass and West should bid 2♣, showing a strong heart raise (10+ points). That should be enough for East to jump to 4♥. 11 tricks should not prove a problem if the hand is played with care. It will not be sensible to draw all 4 outstanding trumps as, even though the location of all the high cards has been revealed in the auction, the spade suit is not likely to set up without a ruff. One round of trumps is enough before playing ace and another spade. A club towards the king at some stage will then make 11 tricks.
- With the high cards divided evenly between East and West, neither hand is likely to enter the auction over a 1♠ opening and a 1NT response from North or a weak 1NT from South. With South playing the hand the expected diamond lead will remove the only entry to dummy so that the defence will be in a position to duck a spade and hold declarer to just one trick in that suit. Without a lot of help from the defence, nobody will make this contract and there will be some who are held to 5 tricks. Most will need to guess the whereabouts of the club jack in order to fall by just one trick.
- Most playing Standard will open 1♣ and rebid 1♠ or 1NT. Many play that 1♣: 1♥, 1♠ promises a shape hand with a 5-card club suit or a 4441 shape. Most will get to 6♥ which is the par contract on the deal. 1♣: 1♥, 1NT: 3♦, 3♥ would be a sensible start. That can be followed by cue-bidding, but using 4NT, not recommended with a void, will also work. If there is no helpful lead, declarer should play ♥A, ♥K, ♠Q, ♠A, diamond ruff. This caters for diamonds 4-2 if the hand with the doubleton diamond also has only two hearts. Making all the tricks depends on finding the club queen.
- A 23-count with a good 6-card suit makes the East hand worth a game force. 2♣, the most popular game force, will get 2♦, the most popular negative, from partner. After a 2♠ rebid from East West should raise to 3♠ which promises at least an ace, a king, a singleton or a void. A raise to 4♠ would deny any outside first or second-round control. With 4 losers East should sign off in 4♠ since West, having made a negative response, cannot be expected to cover 4 losers. If East does continue with 4NT RKCB, then the auction will stop in 5♠ when two key cards are missing.
- When West interposes 2♣ over the opening 1♥ from South, North should make a negative double promising 4+ spades and 6+ points. East will pass and South will rebid 2♦. North might correct to 2♥ on this auction, preferring the 5-2 to the possible 4-3 fit but passing 2♦ is not silly. If North bids 2♥ East should pass, but over 2♦, East should push to 3♣ knowing that defending 2♦ is unlikely to score well. Supporting with a doubleton club on this auction trusts partner to have a decent hand and a strong suit for the 2♣ overall, at adverse vulnerability, opposite a passed partner.

Neuroscience Research Australia Bridge for Brain Research Challenge 2011

| | | | |
|--|---|--|--|
| 19 ♠ KJ852 ♥ J5 ♦ A33 ♣ KQ2 ♠ Q9 ♥ AK632 ♦ 842 ♣ 1064 15 9 9 7 | Dir: S Vul: E-W ♠ A743 ♥ 9 ♦ 987 ♣ AJ953 ♠ 108 ♥ Q10874 ♦ KQ106 ♣ 87 11 4 4 4 NT N 2 2 1 - S - 2 1 - E 2 - - 1 W 2 - - 1 | 20 ♠ AJ9 ♥ 42 ♦ 1074 ♣ KQ987 ♠ Q8532 ♥ 73 ♦ K865 ♣ J3 ♠ K10 ♥ K8 ♦ A932 ♣ 106542 10 6 14 10 | Dir: W Vul: Both ♠ 764 ♥ AQJ10965 ♦ QJ ♣ A ♠ 109843 ♥ 10 ♦ 65 ♣ 83 13 1 17 3 7 |
| 22 ♠ KJ ♥ K ♦ AKQJ10 ♣ KJ864 ♠ 98643 ♥ 1053 ♦ 983 ♣ AQ 21 8 6 5 | Dir: E Vul: E-W ♠ Q102 ♥ AQ872 ♦ 7 ♣ 9532 ♠ A75 ♥ J964 ♦ 8542 ♣ 107 11 4 4 4 NT N 4 6 - - 3 S - - 1 - - E - - 1 - - W - - 1 - - | 23 ♠ J86 ♥ AJ1072 ♦ K9 ♣ J953 ♠ 10943 ♥ Q4 ♦ A875 ♣ Q84 ♠ AK6 ♥ J8 ♦ Q10843 ♣ 1062 9 8 13 10 | Dir: S Vul: Both ♠ Q72 ♥ K9863 ♦ J2 ♣ AK7 ♠ Q9542 ♥ KJ8 ♦ Q ♣ AKJ7 10 18 4 10 |
| 25 ♠ K108 ♥ AQ66 ♦ Q98 ♣ Q98 ♠ 9632 ♥ K104 ♦ 104 ♣ J532 13 4 11 12 | Dir: N Vul: E-W ♠ 4 ♥ 92 ♦ AKJ652 ♣ K1064 ♠ AQJ75 ♥ J873 ♦ 73 ♣ A7 11 4 4 4 NT N - - 4 3 3 S - - 4 3 1 E 2 1 - - 1 W 2 1 - - 1 | 26 ♠ QJ84 ♥ AJ873 ♦ K1072 ♠ K109753 ♥ 42 ♦ A108 ♣ 43 ♠ A2 ♥ KQ98 ♦ KJ93 ♣ 988 11 9 7 13 | Dir: E Vul: Both ♠ K1073 ♥ Q542 ♦ Q842 ♣ A ♠ QJ4 ♥ A10 ♦ AKJ9 ♣ Q843 ♠ A82 ♥ 9783 ♦ 108 ♣ 9785 11 17 4 8 |

1. It can be difficult to handle a balanced hand with a 5-card major with 15-17 points if you open 1♥ or 1♠. Partner may be obliged to respond 1NT on as much as a 10-11-count and, if opener does not move again, the side could miss an easy game. On the other hand, if responder has only 6-7 points, opener's 2NT rebid may be too high. The problem is best resolved by opening 1NT. Opening 1NT also allows transfers, while after 1♠ responder might have to respond 1NT. The 5-1 break will not defeat the expected 2♥ contract and those who stay that low should score well.
1. EW are likely to get into trouble all of their own making on this deal. East will open 1♥ in third seat and partner will respond 1♠. With a flatter 6-count, inclusive of a jack doubleton, West might save the side by passing but 1♠ is a routine bid. A 7-playing trick hand is simply too good to rebid 2♥ and the majority will select 3♥. A few will throw caution to the winds and rebid 4♥, but with 6-losers 3♥ is enough. There will be many negatives as there are 3 spades, a diamond and a trump loser which cannot be avoided. On this occasion underbidding may easily be rewarded.
21. Over 1♠ from North, 1NT from South, West has no sensible bid. Some unwisely play 1NT in this position as natural and should the bid be offered, partner, holding the expected 3-count, luckily has a 6-card suit into which the side can run. Over a pass North must find a rebid. Once, introducing a second suit on this auction promised extra values but this principle has long been abandoned in favour of showing more exact shape. 2♣ will be passed by South and the side will have reached the par spot on the deal without the best hand at the table ever having made a bid.
22. North has a very strong hand, but not enough to force to game. The nature of the hand is such that dummy will need to have a minor suit fit or high cards sufficient to be entries if North-South are to make game. North's major suit high cards may have no value whatever. Therefore a 1♣ opening is probably the best action. East is very likely to make an aggressive interpose of 1♥ which will give North a chance to describe the big 2-suiter with 3♣. Perhaps North can try 3♥ after partner prefers diamonds and get the side to a lucky 3NT where clubs can produce the 9th trick.
3. After three passes, East opens 1♥ and rebids 1NT over West's 1♠. South leads a diamond, ducked to North, who might return the ♠9. After winning the diamond ace, declarer will cross to hand with a club and play a heart to the queen. Should North switch to a spade East can let it run and after South knocks out the remaining diamond control, play another spade from dummy to establish the 7th trick. If North plays a club then declarer has the time to play ♥K and ♥9 to score three heart tricks. The defenders are unlikely to make more than two spades, two hearts and two diamonds.
4. When West opens 1♠ what should East do? Four trumps, an ace and a singleton is very good support. Over 2♠ West will make a further effort towards game, but for East 3♠ will be enough. Some Easts might jump straight to 4♠. A heart lead or the ♠J will be costly but a minor suit lead does not hurt the defence. Declarer must lose a diamond trick so that much will depend on keeping trumps to just two losers. Ducking smoothly when declarer pulls a trump from dummy will see declarer finesse the 9 and lose to the singleton jack. Very rewarding for South.
25. A good example of the superiority of the 4-4 fit over the 5-3 fit. Should the auction proceed 1♣, 2♦ from East, 2♠ from South, North will know of the 5-3 spade fit and will raise that suit. A simple 1♦ interpose will not have the same effect as North can rebid 1NT and there is room to explore a 4-4 heart fit. 4♠ will lose 2 diamonds, a heart and a club while in 4♥ the spade suit provides 2 pitches so that the club loser gets away. Not even a club lead by West will help, because declarer will finesse the ♥Q, cash the ace and then run the spade suit which West cannot ruff until it is too late.
26. NS will not have a problem getting to their best contract of 4♥ in an uncontested auction. With trumps 2-2, the spade finesse working and the club ace onside, 11 tricks can be managed if declarer ruffs diamonds from dummy to establish the diamond king. Many at East will open either 2♠ or the popular workhorse, 2♦. Over 2♠ South will double and North bid 4♥. The 2♦ opening will silence South for just one round. Should West find the pass of 2♦, a good option if there is no strong option for the bid, then North will reopen with a double or with 2♥, again getting the side to 4♥.
7. At the majority of tables a strong 1NT will be opened by West and that will be passed out. This contract is unlikely to make when most declarers use their one entry to dummy to take the losing diamond finesse. Those clever declarers who properly attack their best fit and play a low club from hand after winning the expected spade, are likely to do well. North will not be able to play a second spade without cost and may well switch to the weakest suit in dummy, a diamond. A club to the queen will now be the seventh trick and contract, a very rare positive for EW.

Appendix B – Copy of media release and samples of coverage

Media Release

Contact: Maryke Steffens on 0406 599 569
Email: m.steffens@neura.edu.au



FOR IMMEDIATE RELEASE – Friday, 15th April 2011

Australians big on brain fitness

Three out of four Australians believe in the power of ‘brain fitness’ to stave off cognitive decline and diseases like dementia.

“Australians are big believers in the power of ‘use it or lose it’,” says Prof Peter Schofield, CEO of Neuroscience Research Australia (NeuRA).

“Our national survey of attitudes to brain health shows that most people do something at least a few times a week to maintain the fitness of their brain,” he says.

The national survey, commissioned by Neuroscience Research Australia, polled 1000 Australians aged 18 to over 75.

The results indicate that many Australians take part in regular physical activity and maintain a healthy blood pressure specifically with their brain health in mind.

Completing crossword puzzles was the most popular ‘brain training’ activity, followed by games like chess and Sudoku.

Participation in cognitively demanding activities like puzzle solving, playing musical instruments and card games like Bridge has been associated with a lower risk of dementia, says Prof Schofield.

“Encouraging older Australians to read, play board games and go ballroom dancing will enhance their quality of life and can provide protection against dementia,” he says.

NeuRA hosts the annual Bridge for Brain Research Challenge in May to raise funds for Alzheimer’s disease and dementia research.

“We are encouraging all Bridge players around Australia – young, old, experienced players and novices – to take part in our challenge and help us trump Alzheimer’s disease and other dementias,” says Prof Schofield.

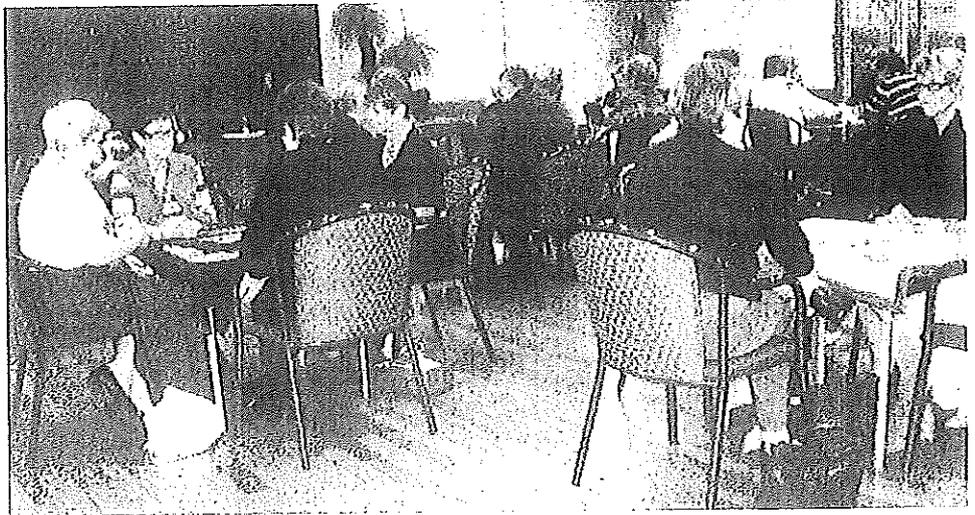
The Bridge for Brain Research Challenge will take place nationally on 1–7 May 2011.

Prof Peter Schofield is available for interviews. Bridge players taking part in the Challenge are also available for interviews.

Contact Maryke Steffens on 0406 599 569.

Bridge for Brain Research Challenge in Warren

Bridge players from Warren and surrounding towns on Monday participated in the Bridge for Brain Research Challenge, the venue being the Warren United Services Club.



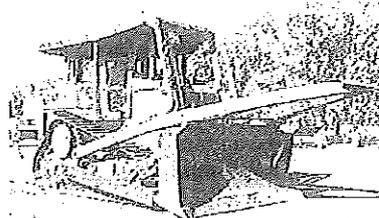
** Not a sound - the Bridge for Brain Research Challenge in Warren on Monday at the USC.*

The Challenge is supported by the Australian Bridge Federation and aims to raise funds to support research at Neuroscience Research Australia, one of the nation's leading medical research institutes.

Since 2004, the Challenge has been growing in popularity and the annual Challenge now raises around \$325,000 each year to support research into brain diseases such as dementia, Alzheimer's and Parkinson's disease.

Janet Ruskin Rowe of Warren Bridge Club said that by taking part in the Bridge for Brain Challenge, the players are protecting their brains and supporting brain research. "Even if we don't win on the day, we all win in the long run," she added.

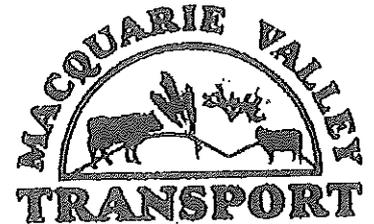
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Contact Shane Honeysett

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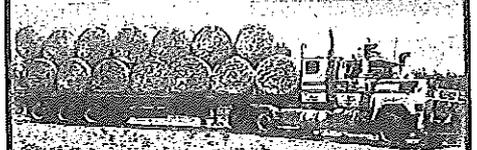


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Bridge players raise dementia funds

BY DAVID QUICK

15 May, 2011 12:00 AM

TORONTO Bridge Club members are playing their cards close to their chests this week to raise crucial funds for Alzheimer's disease and dementia research.

Neuroscience researchers have called upon all Bridge players across Australia to use their brain power in the name of medical research.

The Bridge for Brain Research Challenge, supported by the Australian Bridge Federation, is under way this week and Toronto Bridge Club members have agreed to take part raise the crucial research funds .

The Challenge is organised by Neuroscience Research Australia, one of the nation's leading independent research institutes dedicated to diseases and disorders of the brain.

Australia's population is ageing, and that means more and more of us will be affected by dementia or some other disorder of the brain," says Professor Peter Schofield, CEO of the Neuroscience Research Australia.

Our researchers are working hard to conquer these diseases, and we can only do that with help and support from the community. We'd love to see more Bridge players get involved in the Challenge this year. Participation will not only keep your mind sharp, it will also help us find better treatments and a cure."

Currently, more than 67,000 Australians will be diagnosed with some form of dementia over the next 12 months - that's more than 300 people every week. The annual cost to the community is estimated at \$5.4 billion and rising.

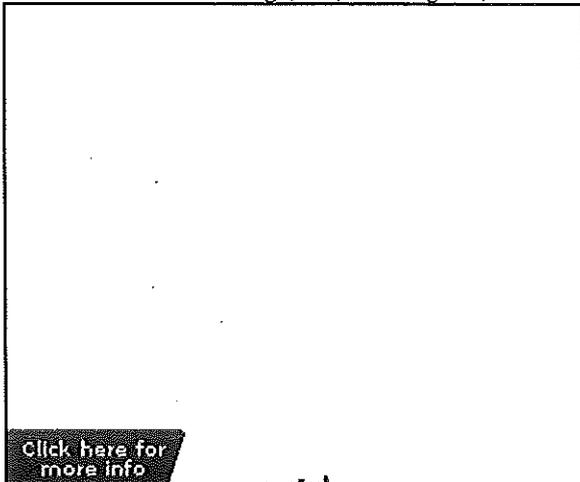
Tony Parrott, President of the Toronto Bridge Club said his club and its players are proud to play their hands each year

We love playing Bridge and knowing that it protects our brains, too, is a wonderful bonus," Mr Parrott said.

"The club has further decided to donate our table fees plus ask each player to make a further donation to this worthy cause." To donate to Neuroscience Research Australia, ring 1300 888 019 or visit www.neura.edu.au



TOP DEAL: Elsie Jenkins, left, Pam Bagnall, Joan Jewell and Betty Cooke.



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Caulfield Glen Eira Leader

Bridge to keep the brain agile

LOCAL NEWS 5 MAY 11 @ 06:20AM BY JENNY LING

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Murrumbeena Bridge Club members Mary Lipp, Paulina Baker, Rena Kaplan and Maggie Kelly will take part in the Bridge for Brain Research Challenge. PIC: MARK WILSON N45CK30

THIS type of bridge is one you want to cross.

An annual bridge challenge is on the cards at Murrumbeena Bridge Club today.

Players across Australia will take part in the Bridge for Brain Research Challenge until Saturday to support research into Alzheimer's disease, dementia and Parkinson's at Neuroscience Research Australia.

Up to 4000 players take part every year, helping raise more than \$35,000.

Murrumbeena tournament director Laurie Kelso said people got different things out of the game.

"It's a social activity and bridge appeals to a number of age groups," Mr Kelso said.

Neuroscience Research Australia chief executive professor Peter Schofield said bridge kept the mind active.

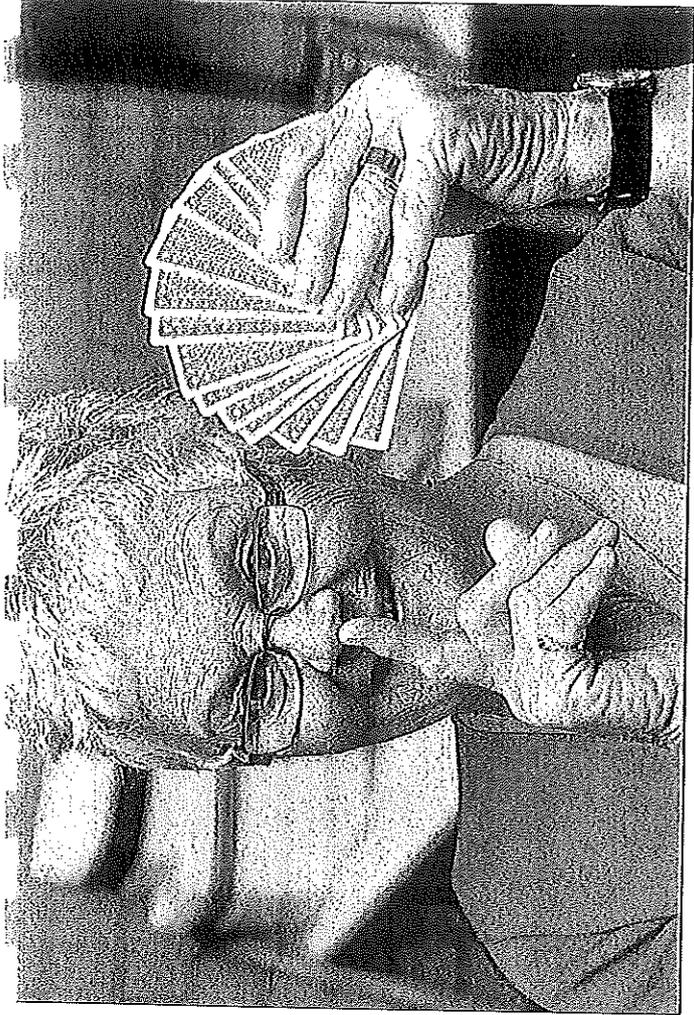
"We are encouraging all bridge players around Australia to take part in our challenge and help us find cures for diseases and disorders of the brain."

Victorian Bridge Association president Jeannette Collins said "even if we don't win on the day, we all win in the long run".

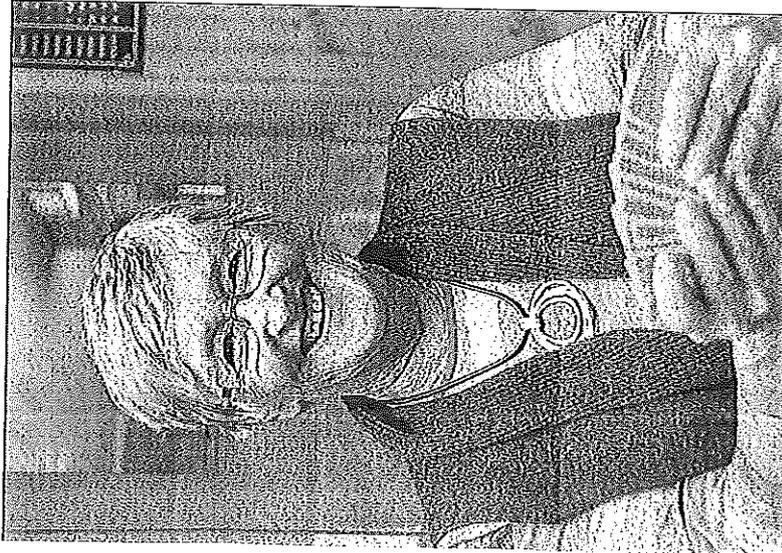
The club is at 131 Poath Rd, Murrumbeena.



BRAIN POWER: Bev Richardson and Anne Clendinning take part in the annual Bridge for Brain Research Challenge.



USE IT OR LOSE IT: Megan Watson during Great Lakes Bridge Club's fundraiser for the Bridge for Brain Research Challenge.



Bridge is good for the brain

A CHALLENGE for the mind has raised hundreds of dollars for brain research.

Great Lakes Bridge Club joined bridge enthusiasts around the country for the Bridge for Brain Research recently, raising over \$500 to support research at Neuroscience Research Australia (NeuRA).

CEO of NeuRA, Professor Peter

Schofield said Australians are big believers in the power of "use it or lose it."

"Our national survey of attitudes to brain health shows that most people do something at least a few times a week to maintain the fitness of their brain," Mr Schofield said.

"Bridge is one of those activities that keeps the mind young."

President of Great Lakes Bridge Club Des Ford said nine club members are in their 90s, with some playing bridge five days a week.

"By taking part in the Bridge for Brain Research Challenge, we are protecting our brains and supporting brain research," she said.

"Even if we don't win on the day, we all win in the long run."

The Bridge for Brain Research Challenge has been growing in popularity since it started in 2004.

The annual event raises around \$35,000 each year to support research into brain diseases like dementia, Alzheimer's and Parkinson's disease.

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