



PRESS RELEASE

Tottenham business welcomes 750,000th member to be UK's biggest

A national online social networking game run by a **Tottenham** company has welcomed its 750,000th member – making it the biggest business of its kind in the UK.

[Miss Bimbo](#) is operated by local company Blouzar Ltd, based in Coburg Road, London.

It is a fashion game where players must create a female character known as a Bimbo and help her thrive in a virtual world. They do this by feeding her, buying her clothes and living out her life online.

The website also has one of the most active female forums in the UK, where women of all ages talk and exchange advice.

Chris Evans is one of the founders and can't believe how quickly the business is growing.

He said: "We are currently attracting 4,000 new players a day, and anticipate reaching the million member mark well before Christmas. Two years of hard work are paying off and while success means you have to spend a lot more time at work, we are very excited by it!"

He added: "This has been a staggering year for us so far and we can't wait to see what's in store in the months to come."

Unusually for a business that relies on an online community, Miss Bimbo is highly profitable.

Players are given Bimbo Dollars to develop their character, and can buy more on demand.

The key to the business's success has been developing the community. 85 per cent of members use the forums, with sections including women in society, the female body and fashion contests.

Every day 60,000 people sign in to use the website. The average age of members is 19 and the oldest aged 61.

Earlier this year Miss Bimbo hit national headlines, when it was criticised for allowing members to buy virtual breast enlargements for their Bimbo character.

The founders removed that option but made no significant changes to the game after widely consulting with members.

Chris added: "The whole point of the game is to keep a healthy character, not just a thin one. You do that by balancing a healthy diet with good fashion and having fun, just as you should in real life.

"But people know the difference between a character and real life situations. We take our responsibilities towards our members very seriously, which is why we are delighted the forums are so active with real advice and discussion between women."

ENDS

NOTES TO EDITORS

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