



PRESS RELEASE
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Lifeline for Charity Fundraising around the world

Ecoracing.co, the world's only virtual balloon race system, is helping cash-strapped charities during the Coronavirus pandemic. Developed by Purepages Group, based in Bolton/Manchester, the simulation means that charities, that would normally rely on physical events to raise funds, can still engage with supporters and bring in vital monies.

After great success in the UK, Ecoracing is now working internationally with races now in Ireland (<http://rabr.co/msi>) and others starting shortly in the USA, Canada and New Zealand.

Mike Phillips, Managing Director of Ecoracing explained, "It's a seven-day computer simulation race where everything is real except the balloon. The software uses current live weather data to determine the progress of each virtual balloon and each entry can be tracked on Google Maps and Satellites once launched."

He continued, "You can buy a virtual balloon for £3 and give it a name, colour, shape and pattern. In addition to this, you can select different features of your balloon, such as helium content, which will determine its flight performance in order to enhance your chances of winning the £500 cash prize." Mike added, "It has no negative environmental impact on birds, animals, climate change, plastic waste or litter. So, it's a safe, fun and easy way to raise funds, loved by kids and adults alike."

Ruth Masters, events manager at Phyllis Tuckwell Hospice was highly delighted, "We have had a great experience working with Ecoracing and taking part in their Easter Virtual Balloon Race. We signed up just 4 days before the event began, not knowing how many balloons we could sell in such a short space of time but were really pleased to sell over 2,000 balloons. This event really captured our supporter's imaginations and social media was invaluable in spreading the message. The virtual balloon race was a great way for us to offer a safe, fun and interactive event experience with our supporters during a difficult time and we were really pleased to raise over £5,500 for Phyllis Tuckwell Hospice Care at no cost to us. It was the perfect, no risk, high return virtual event we were looking for!"

In the last few days, The British Red Cross have rolled out Ecoracing to all their regional branches. Max Newton, Fundraising Manager (North) for the charity said, "I think a virtual balloon race is a wonderful thing to do while we're all in lockdown. People and communities can both come together virtually and - via their balloons - can travel the world virtually. Ecoracing run a fantastic platform that anyone can pick up and go with within a few minutes and raise money for their cause - I think it could really take off!"



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For more information, case studies and resources

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