

# Press Release

## OVER 500,000 VIRTUAL BALLOONS RACING IN PRESTIGIOUS CANADIAN CHARITY CONTRACT

The Canadian Breast Cancer Foundation awarded Rentaballoonrace Limited from Bolton, near Manchester a prestigious contract to run a digital fundraising race containing hundreds of thousands of virtual balloons. [www.rabr.co/s4c](http://www.rabr.co/s4c)

With the chance to win a massive CAN\$1m on offer, CBCF hope to raise many millions for

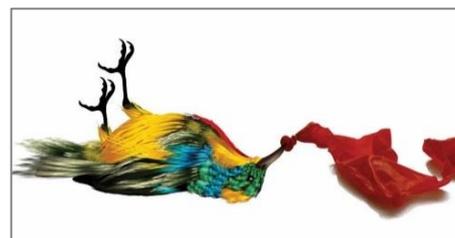


their really important cause. And as this is now their second race in less than 12 months, they patently like the unique aspects of this highly entertaining digital platform.

Rentaballoonrace.com™ is the world's only 100% eco-friendly virtual race system that uses real weather data and has no negative environmental impact on birds or animals. The system is great fun because you can decorate your balloon with colours, text and pictures plus track your virtual balloon on Google maps and satellites post launch - kids and adults alike love it!

One recent UK client said, "I'm hoping that many of the primary schools in my area get involved as kids are great little salespeople. The platform has major educational components regarding geography, environmental issues and climate studies".

In this particular Canadian race, unlike others where balloons are typically sold for £3 or US\$5, virtual balloons were given away free as an incentivisation. All CBCF supporters who purchased multi-dollar priced products in their 99 Day Campaign Spectacular accrued balloons according to purchase value.



Bolton based Rentaballoonrace Limited, inventors of this multi-lingual, multi-currency virtual race system, have now gained major clients all over the world including the Australia, South Africa, USA, New Zealand, Canada and Spain. In the UK, alongside many hospices, the company works with major charities such as the British Red Cross, RNLI, Cystic Fibrosis and BBC.

Corporate Social Responsibility (CSR) and citizenship projects are similar major growth areas for the company, having just run two races for Sodexo, a French multi-national operating widely in the UK. Other high profile corporate clients include Alexander Mann Solutions who have used two virtual races to enhance their global citizenship week, Marriott Hotels, Cannock Council and Nationwide Bank.

### **Other Useful Links**

[www.rabr.co/pudsey](http://www.rabr.co/pudsey) and [www.rabr.co/pudsey/brochure](http://www.rabr.co/pudsey/brochure)

[www.rabr.co/marriott](http://www.rabr.co/marriott) [www.rentaballoonrace.com](http://www.rentaballoonrace.com) for prices, FAQs and case studies