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100% Eco-friendly e-fundraising System is launched in Ireland to allow cash-strapped charities avoid Covid-19 restrictions

<https://ecoracing.ie>, the world's only virtual balloon race, allows cash-strapped Irish charities and school PTAs to fundraise without worrying about physical restrictions surrounding the Coronavirus pandemic. The wholly web-based system uses real weather data, is climate change positive, creates no litter, nor harm to wildlife or farm animals.

The very first organisation to use the new system is Dublin based sexual abuse charity, OneinFour. John Ryan, their fundraising manager, feels excited at the prospect of using such a ground breaking product when he says, "this is a genuinely unique software solution to our Covid19 busting events. It's being used globally now and has great references and feedback – so what's not to like?"

A recent race for Multiple Sclerosis Ireland using the bespoke parallel platform, Rentaballoonrace.com was a huge success, grossing nearly €50,000. Sally from MS Ireland was effusive in her praise when she commented, "From my first phone call with Mike Phillips at Eco Racing, I knew we were in good hands. He explained how everything worked and it really is a very simple, user-friendly process.

The team couldn't have been more helpful, especially when it came to the many changes I made along the way. We didn't have a long lead-in time and the team really made me feel like they were prioritising MS Ireland in helping us get over the line. The same sentiments were echoed about Mike and the team by several UK charities that I contacted in the research phase of this campaign."

Explaining more about the system, Mike, Managing Director of Ecoracing commented, "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 €5 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 and so it's a safe, fun and easy way to raise funds, loved by kids and adults alike."

Importantly for charities, Ecoracing.ie is a totally risk-free way of raising money – there are no set-up costs and no prizes to find. And besides charities and school PTAs, the system is a perfect, easy to implement corporate social responsibility (CSR) project for all companies wanting to help their local community.

Sally's final comment was, "we knew we had to do something a little different, and virtual balloon racing ticked so many boxes - it's inclusive, eco-friendly, educational and fun."

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