

CASE STUDY: Worcestershire Ranger's international Funding Virtually There!

Ecoracing.co, the World's only 100% eco-friendly virtual balloon race platform, is helping Midlands Ranger, Rose Hogan, left, to raise money ethically for her Girlguiding International trip to



Romania next year. In fact, almost £500 from Ecoracing so far!

Charities, school PTAs and even Girlguiding all worry about fundraising.

The risks and effort required can seem daunting and outlaying money to hopefully attract more can create precarious finances. Plus, with environmental awareness now on everyone's lips if not agenda too, raising money ethically is crucial to the success of any project.

Her mum, Victoria, a local Guide leader was impressed that the system took away so many

of the normal fund raising fears when she said, "I love the fact that Ecoracing.co genuinely is totally risk free, plus it was a great bonus to understand that using virtual balloons for the race meant that no animals or birds are risked, nor litter created".

Prior to the launch date, balloon flight parameters such as helium content, rubber thickness and shape can be altered to suit the predicted weather conditions of the race, thus enhancing chances of winning. This means the platform is therefore considered a game of skill and not chance.

Similarly, all the virtual balloons can be decorated with colours, patterns and text plus tracked on Google Maps and Satellites once the race is launched - kids and adults alike love it!



When asked about any further benefits the system offered, Victoria commented, "Using Ecoracing fits in perfectly with our #plasticpromise and delivers a fun interactive activity with zero environmental impact. I know Girlguiding members will enjoy using their IT skills to 'code' their balloon for maximum fun and flight. It can be a great way to Express Myself designing the balloons; Have Adventures exploring where the balloons may go; and Take-Action in fundraising environmentally. Undoubtedly, there will be countless more Girlguiding groups throughout the UK using ecoracing.co in the future for a whole variety of compelling reasons".