

Press Release

Rentaballoonrace.com™ wins large contract from prestigious Canadian charity for 5m virtual balloons.

Rentaballoonrace Limited from Bolton, near Manchester has won a large contract from agents of The Canadian Breast Cancer Foundation (CBCF) for an initial tranche of 2.5m virtual balloons extendable to an amazing 5m in total

With the chance to win a massive CAN\$1m on offer, CBCF are hoping 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 simulates reality using 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 management, and meteorology for example".

In this Canadian race, unlike others where balloons are typically sold for £3 or US\$5, the virtual balloons are being given away free to charity supporters to encourage other current marketing campaign purchases.



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 and RNLI.

Corporate Social Responsibility (CSR) and citizenship projects are other major growth areas for the company, having just run two races for Sodexo, a French multi-national who are involved, amongst many strands, with the UK prison service. Other high profile corporate clients include Alexander Mann Solutions who have used two virtual races to enhance their global citizenship week, Marriott Hotels and Nationwide Bank.

Links

<http://www.rabr.co/pudsey> and <http://www.rabr.co/pudsey/brochure>
<http://www.rentaballoonrace.com>