

CASE STUDY

TINY WELSH ECO- SCHOOL RAISES OVER £3000 FOR ITSELF AND NIGHTINGHALE HOSPICE, WREXHAM

Andrew Raffle, schoolboy at Welsh Eco School, Eyton Primary, has personally raised £160 after taking part in an innovative 100% eco-friendly virtual balloon race to provide funds for Nightingale Hospice in Wrexham and the school PTA. His amazing efforts of selling 32 virtual balloons were a major contribution to the £3000 plus raised, the monies being shared equally between the school and the hospice.

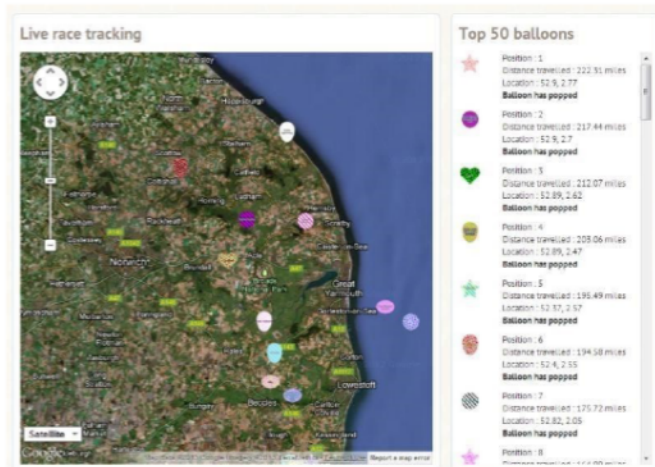


Star-fundraiser Andrew was one of just 73 pupils who took part in the week-long initiative run in conjunction with award winning Purepages Group based in Bolton, Manchester, inventors of this next generation Internet fund raising system. With their half of the revenues, the proud Welsh Eco School have built a brilliant eco garden.

The unique Rentaballoonrace.com virtualisation process allows charities to raise funds but without any negative effect on wildlife. Real balloon races using helium filled latex balloons have been seen as responsible for a growing number of deaths to sea birds, turtles and other animals when they, the latex balloons, eventually fall back to Earth after accidents or losing their helium gas.

As Georgina Hawkey from the school's PTA, explained: "We saw the virtual balloon race as the perfect eco-friendly alternative and a great way to raise pupils' awareness of environmental issues.

The positive response we received was overwhelming and we're really proud of our children who managed to sell over 400 balloons. The £3000 plus funds raised will make a huge difference for our community".



Mike Phillips, managing director of Purepages, further added: "All UK eco-charities are currently working really hard to get the Government to ban the use of such latex balloons for fund raising purposes, so we're pleased we can offer a really great fun virtual experience instead".

Our rentaballoonrace.com software includes a series of complex algorithms and modules that mimic real balloons in both creation and race operation mode – for example, all the balloons fly in accordance with the prevailing weather patterns. Similarly, the balloon construction parameters and user chosen decorations can be changed at random 24/7 any time prior to the race launch. These parameters directly