



Tuesday 20th August 2024

VIRGIN BET LAUNCHES PERSONAL SAFETY PARTNERSHIP WITH WALKSAFE

Virgin Bet is thrilled to announce its first-ever Personal Safety Partnership with WalkSafe, the UK's leading personal safety app. This partnership is designed to highlight the importance of safety and security at racing events across the country, providing users with peace of mind when travelling alone from a venue.

The initiative is part of Virgin Bet's new brand purpose, 'A Good Bet', which focuses on ways in which the brand can knock down pre-existing barriers and create positive change within sports and culture.

Founded in 2020, WalkSafe was developed to give the public as much information about their surroundings as possible. The app, WalkSafe+, enables women and men to plan the safest route home, along with a host of additional features to help ensure a safer experience for all.

The partnership will officially launch on Monday 19th August, with the WalkSafe team showcasing their products along with Virgin Bet at the Virgin Bet Ayr Gold Cup Festival from 19th to 21st September. Racegoers will be able to learn more about the innovative and free-to-download app and get the chance to speak with its founder, Emma Kay, who strives every day to educate and highlight the importance of safety in all walks of life.

The partnership will further be activated and available for racegoers at all other Virgin Bet sponsored races throughout the racing calendar 2024-25.

Sam Sadi, CEO of LiveScore Group said: *"At Virgin Bet, as part of our 'A Good Bet' brand propositioning, we want to make sporting events a safe environment for women and men from start to finish, including travelling to and from a venue from home. By working with the excellent people at WalkSafe, this initiative is doing exactly that and is a first for the racing industry."*

Emma Kay, Founder of WalkSafe continued: *"We are so pleased to be working with Virgin Bet to highlight personal safety at sporting events. Partnerships like this shine a spotlight on the safety concerns people may have, and the app provides the technology, as well as the confidence and support they may need to get home safely."*

For further details on WalkSafe, please head to <https://walksafe.io/>.

For further details on Virgin Bet, please head to <https://www.virginbet.com/>.



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About Virgin Bet:

Launched in May 2019, Virgin Bet™ is one of the UK's fastest growing Sportsbooks and winner of 2021 SBC's "Rising Star" award. With access to a huge range of betting markets across all the top sports, as well as the nation's most popular casino products, Virgin Bet delivers a top-quality experience for its customers and has the perfect line-up to disrupt the sportsbook industry.

Virgin Bet fuses the values and principles of the Virgin master brand with the online gaming expertise of LiveScore Group to deliver a first-class customer experience.

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About WalkSafe:

The innovative and free-to-download app WalkSafe+, founded by Emma Kay a dedicated advocate for personal safety, empowers users to plan their routes and stay safe while walking outside alone. Featuring journey sharing features and insights from community sources, WalkSafe also offers a unique 'safe-spaces' feature, providing users with the location for a place of refuge in times of distress or danger.

Journey planning and sharing features include:

- **Safety Map** – Helps people see the location of safety accredited venues across the UK, using interactive icons, so they can plan safer nights out.
- **HomeSafe** - Set a specific place and a specific time and share your journey plan with loved ones. If you don't successfully complete your journey, your loved ones are notified. (This feature is non-location sharing).
- **Follow Me** - Walking the dog? Going for a run? Just wandering? Follow Me allows you to start a journey with no destination in mind. Simply select a length of time to share your location for and select friends to keep you safe then you're good to go!
- **WalkSafe journey sharing** - Going somewhere? WalkSafe journeys allow you to share your location with your trusted friends. Your location will update in real-time allowing your loved ones to keep you safe on your journey.

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