

*Tuesday 10 September 2024*

## **VIRGIN BET ANNOUNCED AS THE NEW CHESTER RACECOURSE PARTNER AND RACEDAY TITLE SPONSOR**

**Chester Racecourse is excited to announce a new partnership with Virgin Bet and LiveScore Bet, part of LiveScore Group, a dynamic force in the sportsbook industry. As part of this collaboration, Virgin Bet will become the title sponsor of the Autumn Racing Food & Drink Weekend on the 13th and 14th of September. The event will now be known as the Virgin Bet Autumn Racing Food & Drink Weekend.**

The Saturday meeting, a Premier Raceday, will feature a thrilling seven-race card with a total prize pool of £290,000. Virgin Bet and LiveScore Bet will sponsor three key races, including the prestigious Listed Stand Cup Stakes and the Watergate Cup, a Class 2 Heritage Handicap.

A firm supporter of racing, LiveScore Group's partnership with the world's oldest operating racecourse was first established last month, when Virgin Bet and LiveScore Bet sponsored two races at Powells Jewellery Ladies Day: The Virgin Bet Chester Stakes and The LiveScore Bet Handicap Stakes

Virgin Bet's Personal Safety Partner, WalkSafe, will also be integrated as part of the race weekend sponsorship. This inclusion will improve the experience and the safety of all spectators at Chester Racecourse with the aim of creating a more inclusive and welcoming environment for all.

WalkSafe is an app developed to provide a variety of safety measurements via a user's device, which will give increased confidence and peace of mind when travelling to and from the racecourse.

**Dominic Vye, Marketing Director, Virgin Bet, said:**

"We are thrilled to announce Virgin Bet and LiveScore Bet's sponsorship with Chester Racecourse."

"Being the oldest racecourse still in operation, Chester holds a special place in the hearts of racing enthusiasts, and we are excited to now be a part of the Autumn Racing Food & Drink Weekend and help deliver an unparalleled sports betting experience."

**Kate Dawson, Commercial Director at Chester Racecourse, said:**

"Virgin Bet and LiveScore Bet are committed to being leading players in horse racing, so we are naturally delighted to announce their partnerships with our racecourse.

"The Saturday of our Autumn Racing Food & Drink Weekend features a fantastic card of racing; with the Virgin Bet Stand Cup Stakes and LiveScore Bet Watergate Cup both being broadcast on ITV and Sky Sports Racing.

"There are many opportunities to explore through this partnership and we look forward to working with Virgin Bet to bring those to fruition."

To purchase tickets for the Virgin Bet Autumn Racing Food & Drink Weekend, please visit [www.chester-races.com](http://www.chester-races.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 LiveScore Bet**

LiveScore Bet™, is a sportsbook offering customers in the UK, Ireland, Nigeria and the Netherlands a new and improved betting experience within the LiveScore ecosystem. Building on the existing user relationship with the trusted LiveScore brand that is already a core part of the live sport experience, LiveScore Bet seeks to deliver a best-in-class product and represents a new opportunity for customers to bet responsibly. LiveScore Bet has been able to emerge from the crowd with a vibrant personality, a world-class product and demonstrable growth that has set it apart from the chasing pack.

It is one of the fastest-growing sportsbooks in the UK and the recent winner of several prestigious industry awards including International Gaming Awards 2023 'Best Mobile Product of the Year', EGR Operator 2022 'Rising Star', SBC 2022 'Rising Star', EGR Marketing Awards 2022 'Innovation in Sports Betting'.

**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.

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- **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.