

17th September 2024

VIRGIN BET RETURNS TO AYR TO SPONSOR THE GOLD CUP FESTIVAL 2024

Ayr Racecourse is excited to announce that Virgin Bet will be returning title sponsor and partner of the Gold Cup Festival, running from 19th - 21st September. In addition to Virgin Bet, the partnership also extends to fellow LiveScore Group brand LiveScore Bet.

The three-day meeting will present a host of outstanding races with some of the finest horses, ridden by top jockeys and from the stables of leading trainers. It also includes the headline day of the Scottish Flat racing calendar – The Virgin Bet Ayr Gold Cup.

Following Opening Day on Thursday and Ladies Day on Friday, The Virgin Bet Ayr Gold Cup will be held on Saturday 21st September. Last year's race was won by Significantly, trained by Julie Camacho and ridden by jockey Joe Fanning. Saturday also features the Virgin Bet Ayr Silver Cup, the Virgin Bet Best Odds Daily Firth of Clyde Stakes (Group Race) and the LiveScore Bet Doonside Cup (Listed Race).

As part of The Ayr Gold Cup sponsorship, Virgin Bet's Personal Safety Partner, WalkSafe, will be integrated at the festival.

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

Racegoers at Ayr will be able to learn more about the innovative and free-to-download app over the course of the festival, 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.

Dominic Vye, Marketing Director, Virgin Bet, said:

"We are thrilled to announce Virgin Bet and LiveScore Bet's sponsorship with Ayr Racecourse once again this year.

"The past three years have been a huge success and have allowed us to deliver some incredible rewards and initiatives to the Ayr Racecourse community."

"This year, for the first time, we have partnered with WalkSafe as part of our 'Good Bet' brand propositioning, and plan to give racegoers the knowledge and tools to ensure they can travel home from a racing venue safely."

Ayr Racecourse Marketing Manager, Lindsey Smith added:

"We are delighted to continue our longstanding partnership with Virgin Bet and LiveScore Bet at Ayr Racecourse and look forward to hosting another fantastic edition of the Virgin Bet Ayr Gold Cup, an iconic event in the racing calendar.

We're also excited to have Virgin Bet's Personal Safety Partner WalkSafe integrated as part of their sponsorships with us. The experience and safety for all spectators at our racecourses is a priority, so it's fantastic to see this as part of Virgin Bet's 'A Good Bet' initiatives, which aims to create a more inclusive and welcoming environment for all."

To purchase tickets for the Ayr Gold Cup Festival, please visit: <https://www.ayr-racecourse.co.uk/>

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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.
- **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.