

24th October 2024

VIRGIN BET RETURNS TO MUSSELBURGH TO SPONSOR NEW YEAR'S DAY AND EASTER SATURDAY RACEDAYS 2025

Musselburgh Racecourse is excited to announce that Virgin Bet will return as the title sponsor for two major events in 2025 - New Year's Day and Easter Saturday Racedays.

These celebrated racedays are central to Musselburgh's "Sensational 6" - the racecourse's biggest and best racedays across the year.

In addition to Virgin Bet, the partnership also extends to fellow LiveScore Group brand, LiveScore Bet.

The 1 January New Year's Day Raceday is an annual sell-out that draws over 6,000 racing fans across Scotland. The event promises spectacular Jump racing action, including the £40,000 Auld Reekie Handicap Chase and the £30,000 Hogmaneigh Hurdle, as part of a programme worth over £100,000.

Virgin Bet will also headline the Easter Saturday Raceday, held on 19 April. This event will feature the prestigious £100,000 Queen's Cup and Scotland's fastest race, the Scottish Sprint Cup, attracting top horses, trainers, and jockeys to the East Lothian course.

As part of the sponsorship, Virgin Bet's Personal Safety Partner, WalkSafe, will be integrated into the racedays.

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 Musselburgh will be able to learn more about the innovative and free-to-download app at each Virgin-Bet sponsored race meet.

Dominic Vye, Marketing Director, Virgin Bet, said: "We are thrilled to continue our longstanding partnership with Musselburgh Racecourse as the headline sponsor for both the Easter Saturday Raceday and New Year's Day Raceday.

"Supporting these key events in the Scottish racing calendar aligns perfectly with our commitment to delivering an unparalleled sports betting experience. We are excited to contribute to the excitement and tradition that both the Easter Saturday and New Year's Day Racedays bring.

"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."

Sarah Montgomery, Commercial and Operations Director at Musselburgh Racecourse, added: “We are delighted to continue our longstanding partnership with Virgin Bet and LiveScore Bet at Musselburgh Racecourse and look forward to hosting another fantastic edition of the Virgin Bet Easter Saturday, as well as New Year’s Day Raceday in partnership with Virgin Bet, two highlights of our ‘Sensational 6’ racedays.

“We’re also thrilled 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, please visit: <https://www.musselburgh-racecourse.co.uk/view-fixture/new-years-day-1-1-25>. Book your tickets before midnight 31st October and save £10.00

ENDS.

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.

“VIRGIN” and the Virgin Signature logo are trademarks of Virgin Enterprises Limited and are used under license.

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.