

2<sup>nd</sup> October 2024

## VIRGIN BET AND THE JOCKEY CLUB EXTEND PARTNERSHIP

**The Jockey Club is excited to announce that Virgin Bet will maintain its role as title sponsor for a series of races across several top UK courses, building on its successful partnership from previous years.**

The first of six racedays will commence with the Virgin Bet Sun Chariot Day at Newmarket Racecourse on Saturday 5<sup>th</sup> October, followed by Halloween Sunday at Aintree on Saturday 27<sup>th</sup> October.

Virgin Bet will continue its sponsorship in the new year with the Virgin Bet Contenders Day at Sandown in February. The series will then feature three major racedays at Kempton Park: Virgin Bet Raceday, held the day after the Cheltenham Festival; Virgin Bet Big Day Out; and Virgin Bet Easter Monday.

This sponsorship will continue to strengthen Virgin Bet's presence in the UK racing industry, with races broadcast on ITV and Racing TV, reaching a wide audience in the lead-up to and beyond the Cheltenham Festival.

As part of the sponsorship, Virgin Bet's Personal Safety Partner, WalkSafe, will be integrated and available for all at each raceday.

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 Jockey Club races 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:**

"As a brand deeply rooted in the passion for British horse racing, we are thrilled to extend our partnership with The Jockey Club.

"This ongoing collaboration allows us to continue supporting and showcasing the exceptional talent of jockeys, trainers, and horses and to celebrate the rich traditions of the sport while delivering memorable experiences for racing fans."

**Daniel Glavin, Bookmaker Partnerships Manager, The Jockey Club, added:**

"We are delighted to continue our partnership with Virgin Bet for another series of races.

"Virgin Bet is a well-respected and innovative player in the racing industry, and we look forward to another successful partnership and celebrating another exciting season together.

“We’re delighted 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.thejockeyclub.co.uk/events-tickets/>

**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.

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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.