

Bright-on Target – Virgin Games Set To Raise 10k For Charity Kids Company



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London, 07 September 2009 – On Saturday 18th September, the team at [Virgin Games](#) will be putting on their best red cycling shorts and embarking on a charity bike ride from London to Brighton. Setting off from the company's HQ in Hammersmith, the team of 40 employees will be braving the 84 kilometres with the aim of raising a target of £10,000 for their chosen Virgin Unite charity, Kids Company. Founded by Camilla Batmanghelidjh in 1996 in order to provide practical, emotional and educational support to vulnerable inner-city children and young people, Kids Company are supported by Virgin Unite who pledged to raise 2.5million by April 2010. As part of the Virgin Group, the London to Brighton charity bike ride is part of Virgin Games contribution to this goal.

Regularly offering their time and support to Kids Company, previous activities have included the Virgin Games team pulling together to redecorate an East London School and most recently arranging a sports day for children in Hackney. This year, the team of mixed cycling abilities will set off together at 8am and hope to reach their final destination of Brighton beach by 4 pm having raised £10,000 with all stragglers accounted for! Keen cyclist Warren Eloff, Product Manager, who regularly cycles into work is tipped to lead the pack and CEO, Simon Burridge who is sitting on the saddle for the first time in 20 years, is set to surprise his team with his 'dusted down' cycling skills!



Simon Burridge, CEO at Virgin Games and Virgin Unite trustee comments: "At Virgin Games we are passionate about Virgin Unite and the work that Kids Company carry out in the communities they work with. We believe Kids

Company are a great charity and realise our support is all the more important now, with the current economic climate making it harder for them to achieve the funding they need to keep up the great work they are doing with young people all over the capital. I can't think of more deserving charity to be brushing the cobwebs off my cycling shorts for!"

Visit <http://www.virginunite.com/fundraiser/Virgin-Games-go-to-Brighton> to make a donation and support the Virgin Games team.

-Ends-

About **Virgin** **Games**
[Virgin Games](#) was launched in June 2004 and has quickly established itself as one of the leading gaming websites in the UK. Virgin Games comprises three distinct offerings:

- Virgin [Casino](#), part of the Wagerworks network, brings consumers casino games like [blackjack](#) and [roulette](#), as well as great feature [slots](#) like Monopoly, Cluedo, Dungeons and Dragons Fortress of Fortunes™ and the highly popular Mega Jackpots progressive games, with a seeding value of £1,500,000
- Virgin [Poker](#), part of the Boss Media network, offers a huge array of games and content for beginners through to experienced pros – as well as the most generous loyalty scheme in the industry
- Virgin [Bingo](#), part of the Virtue Fusion network, offers cash prizes worth thousands of pounds in the progressive jackpots, as well as Virgin prize [bingo games](#) and a range of unique Virgin Games bingo games.

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