

Barclays Moontrekker 2015 partners with JustGiving

Partnership aims to raise HK\$2,000,000 to help promote and protect nature, for people today and future generations by raising funds for The Nature Conservancy.

22nd July 2015 - Barclays Moontrekker has chosen JustGiving, the world's social platform for giving, to be its official fundraising vendor for the third year running.

The partnership will see JustGiving working closely with the Barclays Moontrekker, a 30 or 43 kilometre trek at night through the beautiful Lantau Island mountains, to help its 1,500 participants reach more people, raise more money and inspire more giving.

The organisers of Barclays Moontrekker, now in its 7th year, are encouraging anyone taking part in the 2015 race on Friday 16th October to take advantage of JustGiving's online platform. **William Sargent from Moontrekker** commented, *"Barclays MoonTrekker is the regions' top overnight endurance trail race that takes part on Lantau Island Last year we saw a record HK\$1.95 million raised for Room to Read, thanks to JustGiving's world-class platform this year we believe we're on course to beat this total."*

JustGiving has a rapidly growing user base in Hong Kong, raising more than HK\$19.1mn for good causes over the past 2 years. The partnership means Barclay's Moontrekker fundraisers will benefit from JustGiving's tailored digital fundraising toolkit, including their unique 'one touch' donation process and fully integrated social media sharing tools. The Moontrekker website will also see even deeper integration, using JustGiving's global APIs to create an online fundraising leader board for participants.

Nikki Kinloch, JustGiving's Director in Hong Kong, added: *"We're very proud to be working once again with one of Hong Kong's most iconic fundraising events. The funds raised had a substantial impact on helping Room to Read Hong Kong fund several of its initiatives over the last two years and we look forward to being able to do the same for The Nature Conservancy this year"*

The Nature Conservancy Hong Kong, is this year's charity beneficiary of the Barclay's Moontrekker. For close to 25 years, The Nature Conservancy (TNC) has worked to protect vital lands and waters that sustain the livelihoods of millions of people in the Asia Pacific Region.

Charles Bedford, Regional Managing Director for Asia Pacific with The Nature Conservancy shares: *"The Nature Conservancy is thrilled to be the 2015 nominated charity for MoonTrekker. MoonTrekker uniquely engages and connects people to the natural world, which provides us all with the food, air and water that we need to survive. JustGiving's partnership and support will make that connection between the natural world and our own well-being even more impactful."*



For more information on how partnering with JustGiving can maximise your exposure for your fundraising event, please visit the JustGiving blog: <http://blog.justgiving.com/how-partnerships-can-create-maximum-exposure-for-your-fundraising-events-by-room-to-read/>

For more information on fundraising for the Barclay's Moontrekker please visit: <http://www.barclaysmoontrekker.com/en/fundraising-top/leaderboard.html>

For more information about The Nature Conservancy please visit: <https://www.justgiving.com/tnchk/>

-ENDS-

For more information please contact Nikki Kinloch, Country Director Hong Kong on Nikki.kinloch@justgiving.com or on +852 5808 5289

Notes to Editors

About JustGiving

JustGiving is the world's social platform for giving, enabling over 22 million people to raise \$20.4 billion for over 13,000 charities since launching in 2001. Through online and mobile, JustGiving brings the best that technology has to offer to charities worldwide, with more charities recommending JustGiving than any other online fundraising platform.

A social business, JustGiving exists by charging charities a small fee on donations, re-investing any surplus cash into developing innovative world-class technology to make giving to charity easier and quicker.

JustGiving is the most visited charity giving portal in the world and was voted Best Giving Platform by Institute of Fundraising Members at the 2014 Partners in Fundraising awards. In 2009, CEO Zarine Kharas joined previous recipients Sir Tim Berners-Lee and Professor Stephen Hawking in being awarded the RSA's Albert Medal, for "democratising fundraising and technology for charities".