

There is a new product for competitive runners and cyclists that offers a nondestructive alternative to safety pins for attaching race numbers: RaceDots™. Each RaceDot is composed of a very strong, patent-pending, two-piece magnetic assembly that locks together to securely hold a race number in place without perforating fabric or causing pinholes. RaceDots feature an attractive, polished nickel shell that houses an acrylic dome and graphic, which comes in a variety of colors and can be customized.

RaceDots were invented by Jason Berry, founder and director of Gripped Films, who himself is also a competitive bike racer. After years of competing and ruining expensive cycling jerseys and skinsuits pinning numbers on every weekend, Mr. Berry decided he needed a simple, effective way to attach numbers that would keep his jerseys intact for more than a season.

“It baffled me that after all the time spent training and the money spent on expensive racing clothing, we all would reach for safety pins and willingly poke holes in the best gear we own,” Mr. Berry said. “Even the pros hate safety pins! I knew there had to be a better way.”

After testing various types of fixtures, Mr. Berry decided that very strong, rare-earth magnets would be the key to his solution, but he wanted to design a magnet that would have an attractive look and not slide around, break or rust. RaceDots are the result of months of research, design and field-testing. The top piece nests into the bottom one keeping the whole assembly in place, and the nickel-plated copper housing prevents both breakage and rust while looking very polished.

“RaceDots allow everyone to wear their expensive technical clothing at running and cycling events without damaging it. Who wants to put holes in their favorite jacket? Now you don’t have to.”

- Jason Berry, Founder of RaceDots

After he settled on the design, Mr. Berry turned to the online crowdfunding platform Indiegogo to raise funds to begin producing RaceDots. Athletes immediately got on board. Just six days after launching the campaign, RaceDots reached its fundraising goal of \$30,000. By the end of the 35-day campaign, over \$70,000 had been raised and a company was born. In the process, RaceDots surpassed over 900 other campaigns to become the third highest-grossing fundraiser in the sports category on Indiegogo.

While amateur competitors are the focus for RaceDots, Mr. Berry still has his sites set on reaching pro athletes, which recently became a real possibility. The Union Cycliste Internationale (UCI), the governing body for international professional cycling, approved RaceDots for use in their races.

“We know how hard it is to get approval from UCI, so we’re excited at the possibilities this opens up. Now, our ultimate goal is to have RaceDots on the yellow jersey at the Tour de France,” Mr. Berry said.

RaceDots are a perfect solution for both cyclists and runners as well as anyone who needs to attach a number, including competitive dancers and hunters. RaceDots expects their special early-release version reserved exclusively for backers of their Indiegogo campaign to begin shipping in March. RaceDots will begin accepting pre-orders in January/February, which will ship in April.

RaceDots

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Interested in custom RaceDots or becoming a distributor?

E-mail info@racedots.com.

MSRP

Stock Design

5-packs \$24.99

10-packs \$39.99

Custom

Pricing is slightly higher and MSRP and dependent on quantities. Minimum 500 pieces (100 5-packs/50 10-packs).

About Jason Berry

Jason Berry has been filming adventure sports since 2000 and has produced three feature-length documentaries about professional cycling through his company, Gripped Films. He has a background in advertising and marketing and is a competitive bicycle racer. Mr. Berry also manages Gripped Racing, a mountain, road and cyclocross racing team.

www.grippedfilms.com www.grippedracing.com