

## RaceDots Raises \$60,000 via Indiegogo, Doubles Fundraising Goal; Receives Approval from UCI

ARLINGTON, VIRGINIA, December 17, 2013—With 10 days remaining in their fundraising campaign, RaceDots™ has raised \$60,000 and become the third-highest grossing sports-related campaign on the online crowdfunding platform Indiegogo.

RaceDots are a new product invented by filmmaker and amateur bicycle racer Jason Berry that offer a non-destructive alternative to safety pins for attaching a race number. Mr. Berry—tired of ruining his jerseys with pinholes—decided athletes needed a simple, effective way to attach numbers that would preserve their technical apparel.



“RaceDots allow everyone to wear their expensive clothing at running and cycling events,” said Mr. Berry. “Who wants to put holes in their favorite GoreTex jacket? Now you don’t have to.”

So far, athletes are embracing the idea. The 35-day RaceDots campaign launched on November 18th, and within only six days, the \$30,000 goal was reached. With 10 days remaining in the campaign, RaceDots has raised over \$60,000, doubling the original goal, from over 1,400 funders, four of whom have contributed at the \$1,000 level. RaceDots’ total has surpassed over 900 other campaigns in the sport category on Indiegogo.

The market for RaceDots has also grown in one very important way. The Union Cycliste Internationale (UCI), the governing body for international professional cycling, recently approved RaceDots for use in their races. The approval opens up the pro-cyclist customer base to RaceDots and makes the opportunity for high-profile exposure much more real.

“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.

Consumers interested in RaceDots still have the opportunity to secure an early release of the product before it is available for retail by contributing to the [Indiegogo campaign](#). The campaign continues through December 26th, after which RaceDots can be purchased through the [RaceDots website](#). RaceDots expects product ordered through the Indiegogo campaign to begin shipping in February, with retail product, available for pre-order in January, to begin shipping in March.

### 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, Grippped Films. He has a background in advertising and marketing and is a competitive bicycle racer. Mr. Berry also manages Grippped Racing, a mountain, road and cyclocross racing team.

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