

Press Release – July 13, 2005

## Odds are in your favor! Brainstormer Pub Quiz® introduces ‘Off To The Races’!

Hospitality Events can be as **PROFITABLE** as a Lucky Day at the Races!!

Brainstormer’s new promotion, ‘Off To The Races’ is off and running, literally!

Race events have long been popular in the pubs and clubs of Britain and Ireland. Brainstormer is now able to offer them to its clients in the U.S. The program will allow bars to boost sales and bring the excitement of racing to their special events!

The Race Packs provide everything needed to host a fun Race Night.

### **How it Works/What to Expect:**

Brainstormer provides the races on DVD, tote tickets, race programs, and advertising materials.

*‘Bar regulars will be talking about this event long after it’s over,’ says Liam McAtasney, founder and owner of Brainstormer Pub Quiz®. ‘The beauty about the program is that it is turn key and everyone in the bar will want to become involved. It’s really only a matter of distributing the Race Program. Patrons choose a horse they think will win and receive a tote ticket, corresponding to that runner. Once all ‘bets’ are in, it’s lights down, cue the DVD and they’re off!’*

*‘When the horses are running, the excitement really builds in the bar as the patrons cheer on their runners. When the race ends, lights up and the winners receive their prize. After 15-20 minutes, it’s lights down and they are off again!’*

### **Ideas for Use:**

Brainstormer offers several ways to run to program, ranging from the Pub Race Pack to the Fundraising Pack that is used by clubs and charities as a way to raise funds.

**Bar Promotions:** Clients can run the event during Happy Hour/Drinks Promotions or use the program as an incentive to draw in people on a slower night of the week.

**Fundraising Opportunity:** Clients can offer the program to local sports team or charities as a means of raising valuable funds! A couple of recent events held in San Francisco raised thousands of dollars for different sports teams.

More details about ‘Off To The Races’ can be found at <http://www.brainstormer.com/offtotheraces.asp>

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