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Press Release

# Finally - The Activity Tracker That Makes Fundraising Easy!

## Switch a motorised journey for active travel and donate the money you save to charity

Paignton, Devon - May 17, 2016: Striday is the smart new app that allows people to swap their usual motorised journey on a Friday for a walk, run or bike ride. The trip is tracked by the free app which also calculates the savings made. Users then simply donate the money saved to a chosen charity.

We all know that we should exercise more often but a simple ‘move more’ government message has largely fallen on deaf ears. With a focus on Friday, tied in with social sharing and a sustainable challenge feature, Striday is designed as a fun, evergreen fundraising strategy that should appeal to all.

‘Striday is free for everyone – we don’t even charge charities to partner with us’ explained director and co-founder Simon Blackburn. ‘It’s important to us that we offer a platform that charities of any size can benefit from. The more attractive their message the more our members will feel want to support it.’

‘Although we act as event organizer, marketer and motivator our business works in a similar way to established fundraising platforms like JustGiving. We’re looking to include features such as a reward programme but the focus is on donations so we’ll only add elements members really want’ Simon added.

Striday is also an effective model for businesses looking to engage staff in messages around corporate social responsibility whilst also raising funds for a designated charity of the year. It’s easy to set up a group within the app which creates friendly competition whilst allowing anyone capable of a human-powered commute to contribute towards the annual fundraising goal.

Unlike many fundraising strategies Striday operates year-round on each Friday. Not only will charities benefit but this can also go some way to reducing traffic and improving the environment. It’s a simple idea and one that Striday sums up as encouraging everyone to Go Green for Good on Friday.

The Striday app is available to download free from the App Store for anyone with an iPhone running iOS version 8.0 or later. An Android version will be available later in the year.

For further details, and to view a 1-minute explainer video, click on [www.striday.co.uk](http://www.striday.co.uk) or call Simon Blackburn direct on 07982 512755.