



## RaceDots Reaches Crowdfunding Goal in Less than One Week; Surpasses \$50,000 With Three Weeks Remaining in Campaign

ARLINGTON, VIRGINIA, December 6, 2013—RaceDots announces the success of its campaign to raise \$30,000 for the manufacture of their new product—**RaceDots™**—a simple, effective and non-destructive method for attaching race numbers to clothing during competition.

RaceDots launched the campaign via the online crowdfunding platform Indiegogo.com on November 18th to run through December 26th, but within six days, the goal had already been reached.

“We were confident in our product and worked very hard to promote the campaign, but we never expected a reception like this,” said RaceDots founder, Jason Berry. “We were surprised by the number of runners and cyclists who love the idea of not putting holes in their race clothing.”

With three weeks remaining in the fundraising campaign, RaceDots has raised over \$50,000, and more contributions come in every day. Supporters of the IndieGogo campaign can receive a set of RaceDots™ from the first manufacturing run before they are available in retail locations.

“The most common reaction we get is, ‘Why didn’t I think of that!? It’s such a simple idea, but no one had brought it to market,” Mr. Berry said. “Athletes are connecting with an innovative product invented by one of their own and want to be a part of it from the beginning. With crowdfunding sites like Indiegogo, they can.”

The campaign will continue through December 26th, after which RaceDots™ can be purchased through the [RaceDots website](#).

### RaceDots

Dubbed the first “magnetic race number positioning system,” RaceDots™ are designed to hold a race number in place without having to perforate fabric. RaceDots™ are made from a simple two-piece magnetic assembly with a slim acrylic dome for easier handling and offer many advantages over safety pins. Interested consumers can be part of the success in launching RaceDots™ and have access to an early release of the product before they are available to the public by supporting the Indiegogo campaign at <http://igg.me/at/racedots/x/5412445>

### 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.

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