



Strictly embargoed for Thursday 27th June 2013

JustGiving launches in Ireland with Airtricity Dublin Marathon partnership
World's leading online giving platform now open to charities in Ireland

The Airtricity Dublin Marathon has chosen JustGiving to be its official partner, as the world's leading online fundraising platform expands into Ireland.

Established in 2001, JustGiving has revolutionised the way in which people fundraise and give to charitable causes, raising over €1.6bn for over 13,000 charities so far. The platform is now open to Irish charities and their supporters for the first time.

The partnership will see JustGiving working closely with the Airtricity Dublin Marathon to grow online fundraising among its 14,000 participants. The event already sees around €230,000 raised a year by runners using JustGiving.

The organisers of the Airtricity Dublin Marathon are now encouraging anyone running the race to take advantage of JustGiving's online fundraising tools. Race director Jim Aughney explains, "We were so excited to hear that JustGiving was opening to charities in Ireland and I cannot think of a better and more appropriate partner for the Airtricity Dublin Marathon. JustGiving's revolutionary online giving platform makes fundraising dramatically simple and social for our runners. Together we hope to smash the amount of money we raise for great causes."

JustGiving has a rapidly growing user base in Ireland, giving more than half a million Euros (€574,000) to good causes in 2012. A similar amount has already been raised so far this year (€441,000).

Charities based in Ireland can register with the platform by visiting justgiving.com/charities, while fundraisers can nominate Irish charities that they'd like to see using the site by going to justgiving.com/charity/nominate.



Howard Bell, Director of Partnerships at JustGiving, added: "Our platform will be especially valuable to smaller charities that may not have the time or technical know-how to harness the internet to its full potential. We make it much easier for their supporters to raise funds, integrating seamlessly with social media channels to help people reach more donors."

To sign up to the Airtricity Dublin marathon, runners should go to <http://dublinmarathon.ie/>

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For more information please contact Chris or Carole at Third City on tel: +44 20 3657 9773 or email igteam@thirdcity.co.uk

Notes to Editors

About JustGiving

JustGiving is the world's leading platform for charity giving, enabling over 21 million people to raise €1.6bn billion for over 13,000 charities since launching in 2001. Through online and mobile, JustGiving brings the best that technology has to offer to charities worldwide, with more charities recommending JustGiving than any other online fundraising platform. A social business, JustGiving exists by charging charities a small fee on donations, re-investing any surplus cash into developing innovative world-class technology to make giving to charity easier and quicker.

JustGiving is the most visited charity giving portal in the world and in 2013 was ranked by The Times as one of the 50 websites you can't live without. In 2009, CEO Zarine Kharas joined previous recipients Sir Tim Berners-Lee and Professor Stephen Hawking in being awarded the RSA's Albert Medal, for "democratising fundraising and technology for charities".