

Sport Relief notices virtual possibilites

Sport relief, (www.sportrelief.com), a subsidiary of Comic Relief, one of the UK's most popular real life charities, will be holding a series of sporting events in Second Life to help raise money for people in the UK and other poorer countries across the world.

"The Sport Relief initiative allows us to showcase the global reach and flexibility of virtual platforms and is a great example of how activity in Second Life can make a real difference in real life.

As a very efficient way to empower a social network to get involved with Sport Relief, we're looking forward to learning more about the fundraising potential of this environment," Martin Gill, Head of New Media for Comic Relief, Sport Relief's parent charity, said.

The events, run in partnership with We Are Here, a UK branding company that focuses on virtual platforms, will take place March 14-16. This corresponds with the fundraising events taking place in the UK, running over the same period of time and aired on BBC television.

Sport Relief aims to use and harness the passion of sport to encourage fundraising. The sim will open to members of the public at 2 p.m. SLT Residents will have the opportunity to get involved in a wide range of different activities including surfing in virtual Newquay, roller-skating a mile in an animated rainforest and sky diving from a space station. An after party will take place on sport relief island on the last day.

<http://slurl.com/secondlife/WeAreHere%202/62/121/71>