

15 January 2009

## SETANTA SPORTS NEWS PRESS RELEASE

### Setanta Sports News raises the stakes for charity

**Setanta Sports News**, the 24-hour sports news service that puts fans at the heart of it's programming, and Bet365 will be making a weekly donation to charity as part of a new feature called 'Beat the Bookie'.

Each Friday from 5:30pm Bet365's Steve Freith will provide Setanta Sports News presenters Matt Teale and Rachel Brookes with the odds for the weekend's big sporting events and a £50 pot of cash each. The winnings will be donated to charity. Matt will be raising money for Walk the Walk, the breast cancer charity, while Rachel will be donating her winnings to Sparks, the children's medical research charity.

The feature made a successful debut on the channel last Friday [9<sup>th</sup> January]. Rachel got off to a flying start. She predicted that Middlesbrough would draw with Sunderland and raised £170 for Sparks. Matt will be playing catch up this week as he looks to break his duck.

Setanta Sports News Editor-in-Chief Geoff Hill said:

"This is fun way to raise money for two prominent UK charities. Both do great work and I'm proud to be supporting their causes. If each week can be as successful as the first then we'll raise a small fortune for them."

Nina Barough, Founder and Director of Walk the Walk Worldwide, said:

"Walk the Walk are delighted that Setanta Sports News are supporting our charity in such a unique way and all the team wish Matt lots of luck with "Beat the Bookie."

Paul Connew, Sparks Director of Communications, said:

"We're delighted to have Setanta Sports News backing us - literally! We've already got several of Setanta's familiar faces as Sparks Ambassadors, including Rachel. I'm just keeping my fingers crossed she's got a sharp eye for a good horse as well as a good cause."