



True2Life Support QuickSilver World Water Speed Record Attempt

True2Life has provided the QuickSilver World Water Speed Record (WWSR) challenge team, and its champion Nigel MacNight, with marketing and corporate communications support in their attempt to set a new world water speed record.

True2Life provided a complete virtual race craft and game-like simulation environment, allowing fans, followers and sponsors to take a virtual race attempt in the QuickSilver WWSR craft. The True2Life facility also allows sponsors and partners the opportunity to view their logo placement on the QuickSilver craft, enabling them to choose the ideal location for their corporate sponsorship.

The True2Life Web3D visualisation is an ideal way to allow fans to explore the nuance of the sophisticated QuickSilver WWSR craft.

True2Life also support The QuickSilver team in media events with the provision of Audio Visual equipment.

The QuickSilver WWSR team and their craft have received extensive media coverage, including full-page features in the Sunday Times, Daily Mail, Daily Express and Daily Star Sunday, an interview feature on Channel 4's The Big Breakfast, and coverage in documentaries shown on Discovery Channel, The History Channel, BBC2, BBC3 and BBC4.

In addition, Technical Partners are providing approximately £1million sponsorship in cash and kind, whilst 26 Technical Associates are providing approximately £0.5 million sponsorship in cash and kind.

Over £350,000 cash has been injected by sponsors, supporters and shareholders to date.

Read more here: <http://www.quicksilver-wsr.co.uk/quicksilver>

To commission True2Life for your marketing and corporate communications project, contact Richard, Business Development Manager on +44 (0) 01623 672 083 or complete this simple form

<http://www.true2life.co.uk/getquote.html>

True2Life Worldwide Locations

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