



Newbury 10k race to be sponsored by Roc and The Good Exchange

New sponsors for Newbury's flagship 10km running race have been announced for 2018.

The 10km event, formerly sponsored by Bayer, is now to be supported by Newbury-based IT services provider Roc Technologies, in association with not-for-profit, on-line charity matching platform The Good Exchange, and will be known as the Roc Newbury 10k supported by The Good Exchange.

The race will take place on Sunday, May 27, and will once again be organised by Newbury Athletic Club (Newbury AC). Entries are likely to open around Christmas time.

Roc Technologies Chief Executive, Matt Franklin, said: "I am absolutely delighted to be able to make this announcement. As a business we have worked hard to succeed in what we do and most importantly to be a part of the community here in Newbury. We've always tried to share our success not just with our people but with the town - so it makes great sense to us to support an event which has itself become a great success story for the town.

"I'd like to thank Bayer for supporting the race so well in the last ten years, and am very much looking forward to continuing the great work they have done. We have plenty of good ideas for the race and a very enthusiastic team, so we will look forward to unveiling a few details in due course, and to seeing everyone on May 27 next year!"

Ed Gairdner, The Good Exchange Chief Operating Officer said “The Good Exchange’s on-line matching platform has been designed to help local charities and good causes, using digital technologies to raise money faster and more effectively. Our support of the Roc Newbury 10K will help towards our goal of building a network of fundraisers and funders who work together. Race participants can donate and fundraise for their favourite local charities and good causes directly through the platform, if they wish, while fund-giving charitable trusts, foundations and local businesses can incentivise and boost fundraising through grants and match-funding offers.”

The new sponsorship by Roc Technologies and The Good Exchange was facilitated by Bayer, whose head of Communications, Simon Greenstreet, said: “It is great news that a new sponsor has stepped forward to enable the event to continue. It has been a real privilege for us to support this race, and we are very proud of what everyone has achieved in bringing it to the position it is now. We would like to wish Roc, The Good Exchange and Newbury AC the very best for the 2018 event.”

The Roc Newbury 10k supported by The Good Exchange will take place in Newbury, starting as usual from the Market Place, and taking a town and country route before returning to the finish. There will also be the supporting junior races over approximately 900m and 1.5km, for 5-11-year-olds and under 16s, respectively.

Race director, Becky Elsmere, said: “It is great news for the town and for runners. The race regularly attracts up to 1,000 competitors, so we are really looking forward to 2018 and hope that everyone will once again enjoy taking part. We are already making plans, and will let everyone know as soon as entries are open.”

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About Roc Technologies: Roc is an award-winning provider of transformation solutions and managed services. Roc enables large organisations to successfully transform through its unique Process, Projects and Technology capabilities.

From process discovery and optimisation to the provision of Cloud services, Networks, Cyber Security, and Unified Communications Roc helps customers to deliver on their digital transformation objectives.

Roc has been praised for its vision and culture, and has a strong track record of growth. It was winner of the Bayer 2014 Business of the Year award at the West Berkshire Business Awards. www.roctechnologies.com

About The Good Exchange: The Good Exchange is a transformational not-for-profit cloud platform specifically designed to match those organisations and individuals who have money to give to good causes with those who need it most; on a local, regional and national basis. As the only platform to bring together grant-making, donations, charitable projects and fundraising in one place, the automated matching system with its simple single on-line application form will revolutionise charitable giving, making it more accessible, transparent and collaborative. For the first time, those seeking to raise money for local good causes will be able to access all sources of funding including charitable trusts, corporate givers, fundraisers and public through a single process. www.thegoodexchange.com

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