

Subject: TAYLOR LYNN CORPORATION ADOPTS AN 'APPY' FUNDRAISING APPROACH AT VARIETY, THE CHILDREN'S CHARITY AWARDS



PRESS RELEASE

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TAYLOR LYNN CORPORATION ADOPTS AN 'APPY' FUNDRAISING APPROACH AT VARIETY, THE CHILDREN'S CHARITY AWARDS

Events company, the Taylor Lynn Corporation (TLC) and Variety, the Children's Charity have taken a high tech approach to fundraising at the charity's September 20, 2014 event at Hilton Deansgate Manchester, which honours 19 year old fundraiser Kirsty Howard with a ***Variety, the Children's Charity Outstanding Achievement Award***. For the first time, the event company and the charity have partnered up with Manchester based firm, Bidtec, who will provide them with the latest in mobile fundraising solutions.

TLC, who have previously staged high profile fundraisers for the likes of Children in Need and Centrepont, will be using Bidtec technology in a pre-event online auction website, allowing users to bid in the silent auction ahead of the prestigious awards dinner. Plus, on the night itself iPads will be provided on each table, as well as a bespoke app for guests to download, which will allow them to take part in the the charity auction and help raise thousands of pounds for Variety, the Children's Charity and Francis House Children's Hospice in Didsbury, Manchester.

The technology provides a quick and easy way for the bids to be compiled, displayed on a large screen in the event room and the winning bids to be announced. Plus with the ability to bid either anonymously, or put your name to the donation, Bidtec have found a competitive spirit becomes a part of the bidding process.

Commenting on the partnership Liz Taylor from TLC said: "The event's industry relies on the latest technology in many aspects of its work, so it is a natural progression for us to introduce bidding technology into our charity events. We have to constantly innovate and move with the latest technology to make our events stand out, and this is no different in the charity sector.

'The easy bidding approach offered by Bidtec will hopefully ensure that the amount of money raised on the night will beat all expectations and support two exceptional charities.'

Lyn Staunton, Variety, the Children's Charity development director in the north west said: 'Utilising the latest technology in our fundraising is essential to make the most of every event we stage. This is the first time that the charity has used Bidtec, but we are confident that it will provide a modern, simple and fast way for people to take part in the auction and increase our fundraising totals.'

"We are delighted to have worked with such a fantastic organisation to help support a this worthy cause. Bidtec provides non profit fundraisers that extra wow factor and boost to their events which maximises the funds raised using technology. We look forward to supporting Variety, the Children's Charity with their future events!" said Paul Beck, CEO TEP Events International, owners of Bidtec.

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For further details contact:

§ For further information about the event and TLC, please contact Sarah Lewis - M: 0781 792 8132, E: slewiscomms@msn.com

§ For further information about Variety, the Children's Charity, please contact - Lyn Staunton, Development Director, T:0161 236 0500, E: northwest@variety.org.uk

Notes to Editors:

PHOTOS:

0181: Bidtec apps making charity auction bidding more productive

0154: Bidtec apps making charity auction bidding more productive

Taylor Lynn Corporation

-As a leading corporate event, wedding and private party organiser to blue chip business, sports personalities and entertainment stars, TLC's clients include X Factor judge Gary Barlow, retail guru Mary Portas, television presenters Eamonn Holmes and Ruth Langsford and a host of Coronation Street stars. The company's client portfolio also includes leading businesses such as UEFA, Mercedes Benz, BGL, Manchester United FC, Capital FM, Selfridges, Rothschild Bank, Manchester International Festival, House of Fraser, Minster Law and ITV Granada. www.tlc-ltd.co.uk

Variety, the Children's Charity

-Visit www.variety.org.uk for information regarding the charity's work. Registered Charity No.209259.

-[Variety, the Children's Charity](http://www.variety.org.uk) formerly known as The Variety Club has been in operation for over 60 years, increasing positive experiences for children and young people throughout the UK who are sick, disabled or disadvantaged. Variety

provides both practical help including [Variety Sunshine Coaches](#), Variety Wheelchairs and specialist equipment through grants programmes, as well as creating memorable childhood experiences through the [Variety at Work](#) scheme.

Bidtec Event Technology

-Bidtec Event Technology is an innovative fundraising technology company. Using the Apple iPad, Bidtec has created the world's most cutting-edge fundraising solution. With offices in Manchester, London, Dusseldorf, Copenhagen, Paris, Dubai and New York, Bidtec Event Technology provides an all-inclusive event offering delivered by a team of specialists on hand to ensure a successful fundraiser. Bidtec Event Technology is part of TEP Events International Ltd.

For more information about Bidtec's event technology, visit <http://bidtec.com>

