

Bean bag giveaway for Endeavour donations



Sarah Lagan

The Bermuda Tourism Authority is giving away its bright pink branded bean bags in exchange for funds donated to the Endeavour community sailing programme.

The bean bags were a feature on Front Street event village during the Louis Vuitton America's Cup World Series and the authority says it has been "inundated" with requests from the public to buy them.

"We think it's an excellent opportunity to support an America's Cup legacy benefit," said Victoria Isley, chief sales and marketing officer for the BTA.

"Anyone who makes a minimum contribution to the Endeavour programme will receive from the BTA a comfortable Bermuda tourism-branded Fatboy bean bag chair. We hope this incentivises donations from individuals or companies who otherwise may not have contributed."

Anyone donating \$200 or more online at the Bermuda Community Foundation website will qualify to receive a bean bag.

All proceeds, minus the cost of customs duty, will go to the Endeavour programme.

The promotion begins at noon on Wednesday and will last one week, until noon on Wednesday, November 4 (or until supplies run out). The donor must select the "America's Cup Endeavour Community Sailing Programme" from the drop down menu as the recipient of the funds.

The Endeavour Programme stands to receive at least \$6,000 as a result of this effort.