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**Battleship NORTH CAROLINA Joins
SplashPlay's Groundbreaking Fundraising Program**

Wilmington, NC – SplashPlay, Inc. announced today that Friends of the Battleship NORTH CAROLINA, a 501(c) (3) non-profit organization, whose support helps promote and perpetuate activities relating to the Battleship NORTH CAROLINA, is the newest member of SplashPlay's growing fundraising partnerships. The USS North Carolina Battleship serves as the State's Memorial to the over 11,000 North Carolinians who served and died during World War II. The battleship is a powerful symbol of our gratitude and pride for those who served in World War II and for all who serve in our nation's armed forces and their families.

"It is our mission to transform social media and mobile engagement to empower social causes like the Battleship NORTH CAROLINA by generously sharing our industry's prosperity creating the most powerful fundraising vehicle in America." said Thomas Banks, Co-Founder of SplashPlay, Inc. "We believe the power of social media and mobile technology can be turned to positively benefit social causes rather than exploiting prurient interests," added Banks.

"Since the founding 29 years ago, Friends of the Battleship NORTH CAROLINA have been committed to educating the public on the accomplishments and sacrifices of American patriots, and to engage our guests in unique and exciting ways that bring the ship to life by connecting the past with the future," said Heather Loftin, Promotions Director for the Battleship NORTH CAROLINA.

"We see over three hundred thousand visitors per year visiting Battleship NORTH CAROLINA who appreciate the role she played in shaping U.S. and world history," said Loftin. "We believe our new partnership with SplashPlay will assist us in educating the public in an innovative and entertaining way. Additionally, the funding that will be received from SplashPlay game play will go towards the preservation efforts of the ship.

"SplashPlay's mobile social gaming model represents a genuine Sea change in crowdfunding. Very simply, SplashPlay donates 40% of our revenue to worthy causes establishing a new standard for corporate responsibility," said Banks. "We invite all fundraising organizations, from charities to schools, to become SplashPlay fundraisers by visiting www.splashplay.com. Our program is completely Free of Charge to fundraisers and game players alike and is committed to providing significant and transformative funding through a new and entertaining manner," added Banks.

To play the Battleship NORTH CAROLINA game, visit www.splashtrivia.com/a203.

About Battleship North Carolina

The Battleship NORTH CAROLINA is self-supporting, not tax supported and relies primarily upon admissions to tour the Ship, sales in the Ship's Store, donations and investments. No funds for its administration and operation come from appropriations from governmental entities at the local, state or federal levels. Located at the junction of Highways 17/74/76/421 on the Cape Fear River. Visit www.battleshipnc.com or follow us on [Facebook.com/ncbb55](https://www.facebook.com/ncbb55) and [Twitter.com/battleshipnc](https://twitter.com/battleshipnc) for more information. Relive with the crew on the Battleship Blog <http://seastories.battleshipnc.com/>. The Battleship NORTH CAROLINA is an historic site within the North Carolina Department of Cultural Resources (www.NCCulture.com).

About SplashPlay, Inc.

SplashPlay, Inc. is a California based Mobile/Social/Location gaming entertainment enterprise provides interactive gaming for fundraising organizations worldwide. Paired with SplashPlay's brick-and-mortar interactive gaming technology for bars, casual dining restaurants, quick service restaurants and packaging partners enables SplashPlay to fundamentally change the current social media and gaming landscape. SplashPlay, Inc.'s corporate offices are in Mission Viejo, CA.

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