



FOR IMMEDIATE RELEASE

Issue Date: September 20, 2010

## **Triton Global Business Services Proudly Supports the Ride for Red**

**THE RIDE FOR RED** is a **4000 km bike ride**, from Calgary, AB to Santa Monica, CA (Los Angeles). The Ride is in support of both the **Canadian Red Cross** and **American Red Cross**, with a fundraising goal of **1 million dollars** for each organization through tour events, online and mail donations, among other initiatives. Three full time riders, 10 celebrity riders, and various day riders will participate in this great event.

When organizer and philanthropist Shannon Lynn, Miss Canada 2009, Miss North America 2010 and Miss Canada United Nations 2010 approached Triton Global Business Services CEO Guy Fietz with the need for a mobile donation option for her campaign, Fietz quickly sprung into action behind the scenes to make her wish a reality.

“Shannon’s enthusiasm and entrepreneurial flair was initially what made me want to give her the support she required” says Fietz. “That of course coupled with supporting an innovative campaign for a great cause - the Red Cross.”

Triton knew that providing their patented payment solution would lift the campaign donations substantially. “Research shows that donations will increase by 14% or more when a mobile donation option is provisioned” continued Fietz.

Behind the scenes the Mobile Giving Foundation worked quickly to implement the required approvals and carrier participation across North America and Triton worked with **THE RIDE FOR RED** and the Red Cross to implement its web mobile payment widgets on all associated web sites to provide donors with a simple to use payment option where they can make donations of \$5 or \$10 by texting one of two keywords to a short code.

For more details of the upcoming Ride for Red, please visit [www.therideforred.com](http://www.therideforred.com)

Triton Global Business Services is a recognized leader in the provision of network services, payment, billing, clearing, settlement, customer care and information management functions to the digital merchant and telecommunications industry. The company and its affiliates – Fastrack Networks and GreyWolf Entertainment create turnkey solutions for digital merchants and media companies who require innovative telephony payment options (fixed or mobile) as part of their business model. Triton’s Express Connect brand is a global payment web widget system that allows web merchants and web masters a unique tool to access the vast potential of 5.9 billion telephone subscribers users (fixed and mobile) worldwide.

For more information, please visit [www.tritonglobal.ca](http://www.tritonglobal.ca)

Media Contact: Martin Grace Triton Global Business Services Inc. + 1 403 259 7575  
[mgrace@tritonglobal.ca](mailto:mgrace@tritonglobal.ca)