

media release

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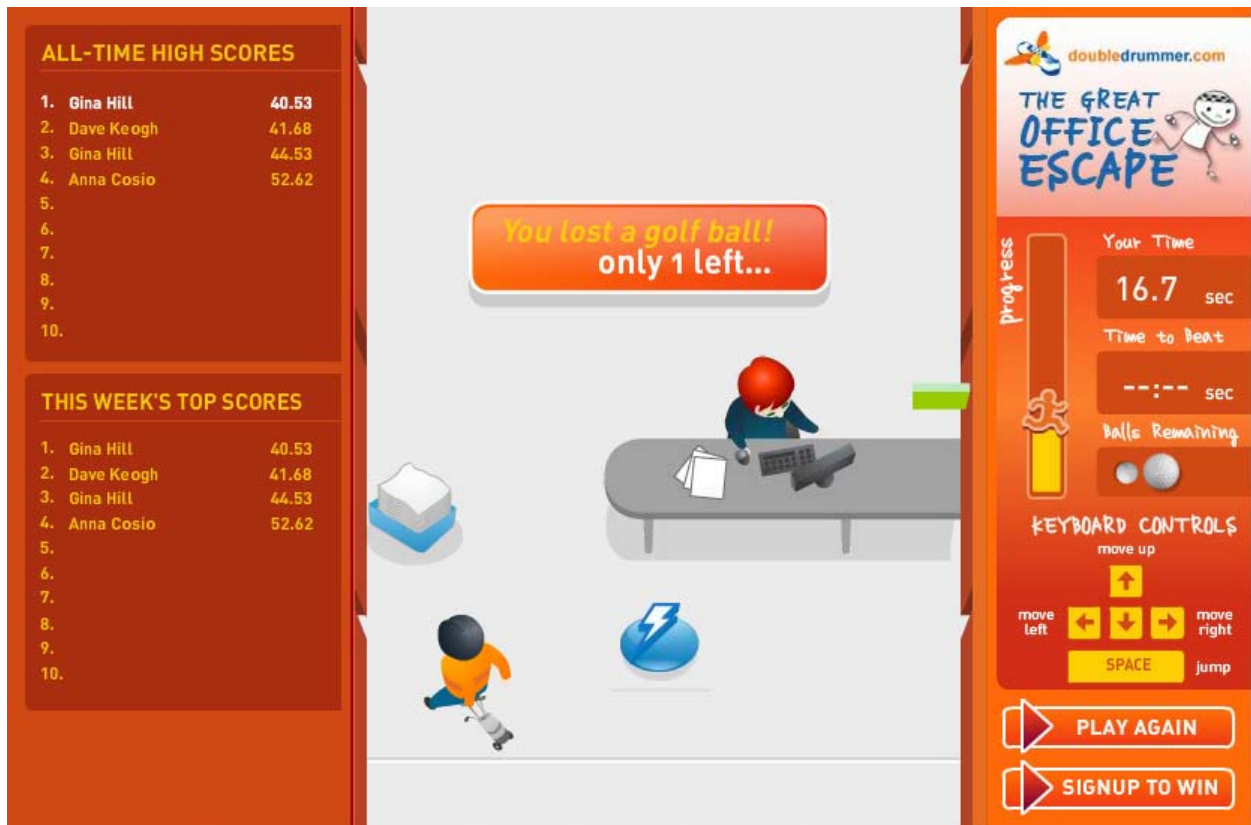
Online sports community launches ‘The Great Office Escape’

Doubledrummer.com – a web site community connecting active people – this week launched an online game with the major prize of a 2010 Australian Open Men's Finals travel package for two, valued at over \$1,800.

Asked if there was an irony in a site that promotes a healthy, active lifestyle launching a game that people play at their desks, Co-Founder, Dave Keogh said: “Not at all... the whole thing's very tongue in cheek. We're realists who know just how hard people work these days. Our idea with *The Great Office Escape* was to reach people in their workplace (on their lunch break, of course) and tell them about our community for active people via a quick, easy to play game that encourages them to remain active outside office hours.”

Double Drummer launched just last year and already has members in every State... but of course, the site needs a critical mass of members so people can find exactly who they're looking for... and that's where *The Great Office Escape* will help spread the word.

There are 12 weekly prizes of vouchers from Rebel Sport just for playing the game, but you score chances to win the main prize by referring the game to friends, family and work mates. The aim of the game is to escape the office at the end of the day, avoiding the boss, fellow workers, desks, water coolers and other hurdles, to enjoy a game of golf with a mate. At the moment, the record for fastest time stands at around 33 seconds flat!



Building an active community

Double Drummer is for those seeking golf buddies, a cricket or basketball team to join, running and cycling companions, bushwalking enthusiasts, pilates classes, etc. (There are over 580 sports and activities listed on the site!) It promises to connect lovers of sport with like-minded people, as well as with those who supply products and services to active people – clubs, coaches, trainers, physios., etc.

If you've just taken up tennis, but don't have a regular hitting partner... or you're new to a city and want to get active... or the kids have left home and you now have more time on your hands... or you just want to avoid the health issues plaguing Australians and meet new friends at the same time... Double Drummer enables you to use the Internet to find playing partners, but then escape the computer to have fun 'out of site'.

The DD community aims to help overcome modern social problems including inactivity, obesity and isolation caused by busy lifestyles. It's the ideal opportunity for people to connect through sport - not as spectators, but as players. Instead of surfing the net for artificial interaction, Double Drummers can surf the waves with real live friends they meet online.

Members register for free to connect and play locally, all around Australia. You simply visit the www.doubledrummer.com web site, choose your activity, playing level, the age and gender you require and your location, to find fellow Double Drummers ready to play.

“Over time, we believe Double Drummer can become a thriving community and Australia’s most comprehensive sport and activity reference point,” says Co-Founder, Anna Cosio. “Members of this community will be able to quickly find whomever and whatever they need to keep active and we hope they’ll encourage others to join them.”

Double Drummer has joined forces with Ambassadors including former Olympic swimmer **Elka Whalan (nee Graham)**, Ironman **Guy Leech** and speed skating gold medallist **Steven Bradbury** to support non-profit organisations such as *The Heart Research Institute* and coaching programs developed by *Australian Volunteers International*.

Visit www.doubledrummer.com/greatofficeescape/ to play *The Great Office Escape* and be part of the action.

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