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**RedCrox.com Launches Indiegogo Campaign**

**to Support Global Growth Set to Launch August 1st**

*Redcrox.com, the Ultimate Online Ecommerce Destination Where Shopping, Gaming and Sports Collide, Launches Crowdfunding Effort for New Mobile App*

NEW YORK, July 21, 2016 – [RedCrox.com](http://www.redcrox.com/Home/Index), a European-based global shopping platform with nearly 500 shopping partners and over a half million unique visitors which have already visited the site, announced today the launch of its [Indiegogo crowdfunding campaign](https://www.indiegogo.com/projects/redcrox-com-shop-play-for-100-cashback/coming_soon). The campaign aims to raise $500,000, which will support RedCrox.com’s global growth through technology development that’s responsive to the shopping and sporting habits in each new country it adds to its growing list of participants. The company will use the bulk of the funds to develop a mobile app to be rolled out in the fall of 2016.

The Android and iOS versions of the mobile app will be released first. With time spent on mobile digital media now significantly higher (51%) compared to time spent on the desktop (42%)[[1]](#endnote-1), the addition of a mobile app is a natural next step in RedCrox.com’s evolution.

“RedCrox.com has been in the making since late 2014 and has evolved through several generations to become what it is today - the very best in online shopping, sports and digital entertainment,” said Stephen Flanagan, Founder and CEO of RedCrox.com which is also backed by European-based private equity firm OTT Partners. “The Indiegogo campaign will reward backers with special perks and benefits—the earlier backers make a pledge, the more perks they’ll receive.”

The Indiegogo campaign will support the growth of RedCrox.com in countries around the world, including the United States, Canada, United Kingdom, India, France, Greece, Czech Republic, Spain and many others. As each country’s customs vary when it comes to shopping habits, RedCrox.com’s technology needs to respond accordingly. Funds raised through the crowdfunding effort will go toward ensuring RedCrox.com is customized for each new country it brings on board.

Free to join, RedCrox.com is unique because it entertains shoppers while rewarding them with a chance at 100% cashback. RedCrox.com offers members the opportunity to shop and purchase items including jewelry, clothing, electronics and travel from more than 500 shopping partners such as Amazon, Gap, New Balance, Manchester United, MLB.com, NBA Shop, NFL.com, Qatar Airways, Alo Diamonds, Pebble and more. Using receipts from purchases made with a shopping partner, users may guess the results of sporting events posted on the site for a chance to win 100% cashback on what was just purchased. If the guess is correct, they win. It offers a 100% cashback trigger with 0% risk for those who guess incorrectly. The motto is simple—shop-play-travel and earn 100% cashback.

To sign up to support the RedCrox.com Indiegogo campaign, visit <https://www.indiegogo.com/projects/redcrox-com-shop-play-for-100-cashback/coming_soon>.

**About RedCrox.com**

The European-based startup RedCrox.com, a global shopping platform with with nearly 500 shopping partners and operations in half a dozen countries, is expanding its footprint. RedCrox.com is a synergetic mix of shopping and gaming where consumers can win what they buy by selecting the winners of various events containing mostly sports. More than half a million users already registered using receipts have had a chance to guess the winners of current sporting events, and if they guess correctly, receive 100% cashback on that purchase. For consumers, RedCrox.com is a game without risk; for merchants, it’s a marketing tool, helping them to sell more products. Changing the way a person shops, it’s not disruption, it’s revolution. Visit [www.redcrox.com](http://www.redcrox.com) to learn more or to sign up for a free membership.

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1. http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/ [↑](#endnote-ref-1)