



## Sponsor on board as Datto Ping! launches

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Ping! is delighted to announce a title sponsor for 2016 – Datto, an innovative tech company providing total data protection to businesses. The festival will be known as the Datto Ping! Festival 2016.

Two of the Central Area Ping 2017 cities have launched Leicester on June 4 and 5 and new city Stoke-on-Trent on June 10. Cambridge launched on Saturday July 9 and Nottingham is launching and Wednesday August 3 in Smithy Row from 11am to 3pm.

### **Datto Ping! Leicester 2016**

Over the weekend of Saturday and Sunday June 4-5, this year's Datto Ping Leicester launched at the annual Riverside Festival. For both days the weather was fantastic and the six tables were in constant use.

Underneath the marquee there was a robot and throughout both days there was a queue of people waiting to have a go.

Both young and old enjoyed having the opportunity to test their skills out against the robot and a coach was always on hand to help and offer advice when needed.

Over the course of the two day more than 2,000 people came along to use the tables many returning several times to continue their games. We also had 10 volunteers and staff engaging with the public and providing information about the many play on opportunities taking place weekly within Leicester.

### **Datto Ping! Stoke 2016**



Datto Ping Stoke launched on June 10 in Stoke-on-Trent City Centre's new Smithfields area.

Although it rained, as soon as the tables appeared people started playing. Even BBC radio Stoke saw us out of their office windows and come out to join us, dragging along their DriveTime presenter to do a live feature.

Twenty nine outdoor tables are now in place across the city for the rest of summer. Six parks have tables and the rest spread across the Five Towns of the city so local communities can enjoy Datto Ping Stoke 2016!

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