

## BlueRush Launches COVID-19 Personalized Video Library to Support Communities During the Pandemic

*Helping communities navigate during this unprecedented time through educational, sharable personalized video content*

TORONTO, April 27, 2020 /CNW/ - BlueRush Inc. ("**BlueRush**" or the "**Company**") (TSX-V: BTV), an emerging personalized video Software as a Service ("**SaaS**") company, today announced the launch of its COVID-19 personalized video microsite which will host a series of helpful videos designed to be shared with family and friends and increase awareness on best safety practices.

"To support our community while COVID-19 presents ever-evolving challenges, we have created a series of personalized videos to help folks navigate our new normal," said Steve Taylor, CEO of BlueRush. "Our hope is that this content, informed by medical and financial experts, can help individuals feel confident and safe during this uncertain time."

The video content aims to increase understanding and adoption of important safety, health and financial advice to help communities through this difficult time. Users will see their name throughout each personalized COVID video to increase personal relevancy and resonance of the content. The videos take a lighthearted approach to serve as educational content for a younger audience and provide some optimism for the general public during the pandemic.

"Our goal is to help as many people as possible," Mr. Taylor continued, "All of our COVID-19 content is free to access and share. In order to maximize the project's reach and impact, we are partnering with organizations who share our mission and want to help our communities. There is no monetary requirement to partner with us, we only ask that you socialize and share the content across your networks."

Check out the microsite here: [www.bluerush.com/covid\\_19/](http://www.bluerush.com/covid_19/)

For more information on the microsite please contact [heather@bluerush.com](mailto:heather@bluerush.com).

### **About BlueRush**

BlueRush recently announced record [2<sup>nd</sup> Quarter Results](#). Interactive Personalized Video positions BlueRush very well to support our customers during the COVID crisis and beyond. BlueRush develops and markets IndiVideo™, a disruptive, award-winning interactive personalized video platform that drives return on investment throughout the customer lifecycle, from increased conversions to more engaging statements and customer care. IndiVideo enables BlueRush clients to capture knowledge and data from their customers' video interaction, creating new and compelling data driven customer insights.

### **Forward-Looking Statements**

*Certain statements contained in this press release may constitute "forward-looking information" as such term is defined in applicable Canadian securities legislation. The words "may", "would", "could", "should", "potential", "will", "seek", "intend", "plan", "anticipate", "believe", "estimate", "expect" and similar expressions as they relate to the Company, are intended to identify forward-looking information. All statements other than statements of historical fact may be forward-looking information. Such statements reflect the Company's current views and intentions with respect to future events, and current information available to the Company, and are subject to certain risks, uncertainties and assumptions. Material factors or assumptions were applied in providing forward-looking information. Many factors could cause the actual results, performance or achievements that may be expressed or implied by such forward-looking information to vary from those described herein should one or more of these risks or uncertainties materialize. These factors include, without limitation: changes in law; the ability to implement business strategies and pursue business opportunities; state of the capital markets; the availability of funds and resources to pursue operations; a novel business model; dependence on key suppliers and local partners; competition; the outcome and cost of any litigation; general economic, market and business conditions; and risks related to COVID-19 including various recommendations, orders and measures of governmental authorities to try to limit the pandemic, including travel restrictions, border closures, non-essential business closures, quarantines, self-isolations, shelters-in-place and social distancing, disruptions to markets, economic activity, financing, supply chains and sales channels, and a deterioration of general economic conditions including a possible national or global recession; as well as those risk factors discussed or referred to in disclosure documents filed by the Company with the securities regulatory authorities in certain provinces of Canada and available at [www.sedar.com](http://www.sedar.com). Should any factor affect the Company in an unexpected manner, or should assumptions underlying the forward-looking information prove*

*incorrect, the actual results or events may differ materially from the results or events predicted. Any such forward-looking information is expressly qualified in its entirety by this cautionary statement. Moreover, the Company does not assume responsibility for the accuracy or completeness of such forward-looking information. The forward-looking information included in this press release is made as of the date of this press release and the Company undertakes no obligation to publicly update or revise any forward-looking information, other than as required by applicable law.*

*Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.*

SOURCE BlueRush Inc.

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