



DRAFTKINGS PLEDGES UP TO \$1 MILLION TO UNITED WAY THROUGH #DKRALLY

March 23, 2020

New Initiative Encourages Sports Fans to Show Their Rally Caps and Give Back

BOSTON (March 23, 2020)—Today, DraftKings Inc. announced a new charity initiative “#DKRally” to mobilize the sports fans to band together in support of our communities during this latest global public health emergency. In the spirit of triumphing over adversity, the #DKRally initiative is committing up to \$1 million to United Way, with an initial donation of \$500,000, by calling upon fans worldwide to join them in sharing their rally cap photos while cheering on the local heroes of our communities who are on the front lines of the COVID-19 pandemic.

“The rally cap uniquely embodies the American spirit and our hope in the face of adversity, no matter the challenge ahead. It represents the come-back attitude we have at DraftKings as we work with our communities to face down COVID-19,” said Matt Kalish, DraftKings President North America. “Our player community over the years has shown a steadfast commitment to social good in times of need through many charitable programs on our platform. We are confident America will now rally for those in need to help ignite this important comeback.”

DraftKings will donate \$1, up to a total contribution of \$1 million, to United Way for every person who shares their rally cap on social media using the official hashtag #DKRally. Full social participation instructions can be found below:

- Take a picture or video in a rally cap
- Post to Twitter, Facebook or Instagram
- Use the hashtag #DKRally
- Tag at least three friends and invite them to do the same

“United Way fights for every person in every community and has long been at the forefront of disaster and crisis recovery efforts in communities around the world. Our response to the COVID-19 pandemic is no different. United Way continues to leverage its extensive convening power and resources, in partnership with the 2-1-1 network, crisis relief non-profits, and federal agencies, to lead a targeted and coordinated response to the pandemic,” said Larissa Rydin, Vice President of Strategic Partnerships at United Way Worldwide. “Each day, thousands of people are losing their jobs, out of school children are not receiving food, and the virus is straining the capacity of our healthcare system. We are grateful to partners like DraftKings for joining us during this time of crisis.”

In moments of great difficulty, the world relies on a sense of fellowship and camaraderie often found in sports. DraftKings is proud to partner with United Way under that same spirit as one team for the greater good. To learn more and support DK Rally as well as United Way’s COVID-19 Community Response and Recovery Fund, please visit: <https://www.draftkings.com/dkrally>.

About DraftKings

DraftKings is a U.S.-based digital sports entertainment and gaming company created to fuel the competitive spirits of sports fans with offerings that range across daily fantasy, regulated gaming, and digital media. Headquartered in Boston, and founded in 2012 by Jason Robins, Matt Kalish and Paul Liberman, DraftKings’ daily fantasy product is available in 8 countries internationally with 15 distinct sport categories. Launched in 2018, DraftKings Sportsbook offers mobile and retail betting for major national and global sports, and currently operates pursuant to state regulations in Indiana, Iowa, Mississippi, New Hampshire, New Jersey, New York, Pennsylvania and West Virginia. DraftKings is the Official Daily Fantasy Partner of the NFL and PGA Tour as well as an Authorized Gaming Operator of the MLB, NBA and XFL.

About United Way

United Way fights for the health, education and financial stability of every person in every community. Supported by 2.9 million volunteers, 9.8 million donors worldwide and \$4.7 billion raised every year, United Way is the world’s largest privately-funded nonprofit. We’re engaged in 1,800 communities across more than 40 countries and territories worldwide to create sustainable solutions to the challenges facing our communities. United Way partners include global, national and local businesses, nonprofits, government, civic and faith-based organizations, along with educators, labor leaders, health providers, senior citizens, students and more. For more information about United Way, please visit [UnitedWay.org](https://www.unitedway.org). Follow us on Twitter: @UnitedWay and #LiveUnited.

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