



## **FIGHT FOR CHILDREN FORMS WINNING PARTNERSHIP WITH BETTORFANTASY**

***Fantasy football players will have the opportunity to drive social impact by enabling donations to Fight For Children***

**WASHINGTON, August 24, 2021** -- Fight For Children, a pillar in the DC philanthropic community for more than 30 years, today announced its partnership with BettorFantasy – a new socially driven gaming platform enabling fantasy football players to bet on their own league’s matchups, and exchange winnings for prizes or donations to Fight For Children.

“We’re thrilled to partner with organizations like BettorFantasy who have made positive social impact such an integral part of their platform,” said Keith Gordon, President & CEO of Fight For Children. “It’s particularly encouraging to see a sports gaming platform actively promote and support sports-based youth development.”

BettorFantasy is launching its free-2-play app this fall and will be available in all 50 states. Through the app’s gamified experience, players will earn BettorCredits and wager them on a variety of outcomes in their own fantasy football league’s matchups. As players win bets, they’ll accrue BettorBucks which are cashed in for prizes and used to generate donations to Fight For Children.

The partnership is part of BettorFantasy’s broader effort to leverage the app to generate positive social impact. “The fantasy community has shown its desire to make a positive difference,” said Will Tighe, CMO and Co-Founder at BettorFantasy. “This partnership with Fight For Children will enable us to harness the passion inherent to playing fantasy football and empower millions to help make our world a better place.”

Fight For Children is working to ensure all young people have access to high-quality, impactful youth sports experiences regardless of their circumstances, finances or location, and where lives are improved through the collective power of sports.

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### About Fight For Children

Fight For Children (FFC) was founded in 1990 by the late Joseph E. Robert Jr. to improve the lives of children in the nation's capital. FFC has impacted the lives of more than 400,000 children through improvements in healthcare, education and policy. FFC's mission is to help individuals, organizations, and communities leverage the power of sports to improve the lives of underserved youth. FFC achieves this through the Fight For Children Youth Development Institute, the region's first/only sports-based youth development collaborative, and the Fight For Children Sports Medicine Center, the region's first/only pediatric sports medicine facility. For information visit [www.fightforchildren.org](http://www.fightforchildren.org).

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### About [BettorFantasy](http://bettorfantasy.com)

BettorFantasy is a new gaming platform enabling fantasy sports players to bet on their own league's matchups. The new free-2-play app is launching this fall and will go live in all 50 states. Users complete gamified challenges to earn the app's in-game currencies and use them to wager on the outcomes of their very own fantasy league. Winning bets can be cashed in for prizes and used to generate real-world donations to Fight For Children. To learn more, visit [bettorfantasy.com](http://bettorfantasy.com)

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