



The Larry Fitzgerald Foundation and DraftKings Renew Collaboration for Breast Cancer Awareness Month in Latest DraftKings S.E.R.V.E.S. Initiative

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Third-Annual Pink 'Em Program to Feature Free-to-Play Charity Pools During NFL Sundays in October

BOSTON, Oct. 07, 2021 (GLOBE NEWSWIRE) -- The start of Breast Cancer Awareness Month this October also marks the return of DraftKings Inc.'s (Nasdaq: DKNG) charitable initiative, Pink 'Em, which raises money for breast cancer research in collaboration with [The Larry Fitzgerald Foundation](#). Beginning this weekend on NFL Week 5 and running each Sunday through the end of the month to NFL Week 8, customers can enter the free Pink 'Em pools where DraftKings will donate \$1 for every entry. Since launching the Pink 'Em charity program in 2019, DraftKings customers have helped raise over \$230,000 in the fight against breast cancer.

"We are entering year three of our Pink 'Em program alongside The Larry Fitzgerald Foundation as part of our overarching DraftKings S.E.R.V.E.S. corporate social responsibility initiative, and remain as committed as ever to raising awareness and combating this devastating disease," said Matt Kalish, co-founder and president of DraftKings North America. "Our products are designed to entertain and engage fans, but we can also leverage these qualities along with our substantial customer base to power meaningful causes like funding breast cancer research and numerous [other important efforts](#) within S.E.R.V.E.S."

Fans interested to participate must select and submit their picks before each of the pools reach their respective 25,000 maximum entries, and ahead of the first game kickoffs each NFL Sunday, at which time the pools will lock. By the end of October, DraftKings has pledged to raise \$100,000 total for The Larry Fitzgerald Foundation led by the weekly customer engagement with Pink 'Em pools. In 2021, DraftKings S.E.R.V.E.S. has donated a total of \$4 million in its mission to create inclusive and responsible pathways for people to build, create, imagine, and innovate.

According to [U.S. breast cancer statistics for 2021](#) compiled by Breastcancer.org:

- About 1 in 8 U.S. women (about 13%) will develop invasive breast cancer over the course of her lifetime.
- This year, an estimated 281,550 new cases of invasive breast cancer are expected to be diagnosed in women in the U.S., along with 49,290 new cases of non-invasive (in situ) breast cancer.
- About 2,650 new cases of invasive breast cancer are expected to be diagnosed in men in 2021. A man's lifetime risk of breast cancer is about 1 in 833.
- Breast cancer is the most commonly diagnosed cancer among American women. In 2021, it's estimated that about 30% of newly diagnosed cancers in women will be breast cancers.
- Breast cancer became the most common cancer globally as of 2021, accounting for 12% of all new annual cancer cases worldwide.
- About 85% of breast cancers occur in women who have no family history of breast cancer. These occur due to genetic mutations that happen as a result of the aging process and life in general, rather than inherited mutations.

"On behalf of The Larry Fitzgerald Foundation, I would like to express my gratitude in advance to all the DraftKings customers who will participate in the third-annual Pink 'Em charity program to raise funds for breast cancer research this October," said Larry Fitzgerald. "Breast Cancer Awareness Month holds particular significance for me as this disease has had a personal impact on my life, and it is humbling to see sports fans come together to support this initiative."

Entries for the opening Week 5 Pink 'Em pool are now being accepted [HERE](#) for fans who would like to support a worthy cause and predict the winning NFL football matchups this weekend. For anyone who misses out playing in this initial Pink 'Em pool, there will be several more opportunities on October 17th, 24th and 31st to get involved in this program.

As part of DraftKings' ongoing corporate social responsibility efforts, the company will continue to explore additional ways to support communities in need. Customers can learn more about DraftKings' charitable initiatives and its DraftKings S.E.R.V.E.S. program by visiting its website [HERE](#).

About DraftKings

DraftKings Inc. is a digital sports entertainment and gaming company created to fuel the competitive spirit of sports fans with products that range across daily fantasy, regulated gaming and digital media. Headquartered in Boston, and launched in 2012 by Jason Robins, Matt Kalish and Paul Liberman, DraftKings is the only U.S.-based vertically integrated sports betting operator. DraftKings is a multi-channel provider of sports betting and gaming technologies, powering sports and gaming entertainment for operators in 17 countries. [DraftKings' Sportsbook](#), is live with mobile and/or retail betting operations in the United States pursuant to regulations in Arizona, Colorado, Illinois, Indiana, Iowa, Michigan, Mississippi, New Hampshire, New Jersey, New York, Oregon, Pennsylvania, Tennessee, Virginia, West Virginia, and Wyoming. [DraftKings' daily fantasy sports](#) product is available in 7 countries internationally with 15 distinct sports categories. DraftKings is the official daily fantasy partner of the NFL, MLB, NASCAR, PGA TOUR and UFC as well as an authorized gaming operator of the NBA and MLB, an official sports betting partner of the NFL, an official betting operator of

PGA TOUR and the official betting operator of UFC. Launched in August 2021, DraftKings Marketplace is a digital collectibles ecosystem designed for mainstream accessibility that offers curated NFT drops and supports secondary-market transactions. DraftKings also owns Vegas Sports Information Network, Inc. (VSiN), a multi-platform broadcast and content company.

About The Larry Fitzgerald Foundation

The Larry Fitzgerald Foundation has two primary initiatives. The Foundation provides grants to programs promoting reading proficiency and technology access for K-12 youth as cornerstones to success at school and in life. The Foundation also makes grants to efforts supporting breast cancer survivors and their families, and promoting research and prevention.

Forward-Looking Statements

Certain statements made in this release are “forward looking statements” within the meaning of the “safe harbor” provisions of the United States Private Securities Litigation Reform Act of 1995. When used in this press release, the words “estimates,” “projected,” “expects,” “anticipates,” “forecasts,” “plans,” “intends,” “believes,” “seeks,” “may,” “will,” “should,” “future,” “propose” and variations of these words or similar expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements. These forward-looking statements are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside DraftKings’ control, that could cause actual results or outcomes to differ materially from those discussed in the forward-looking statements. For a discussion of additional risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see DraftKings’ Securities and Exchange Commission filings. DraftKings does not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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