FOR IMMEDIATE RELEASE

CONTACT: Brian Numainville
612-467-9141
brian@matter.ngo

FANTASY SPORTS TRADE ASSOCIATION AND FANDUEL PARTNER WITH MATTER TO BRING PURPOSE TO INDUSTRY

Boys & Girls Clubs of Tampa Bay Provide MATTERboxes to youth at Event with Tampa Bay Lightning

MINNEAPOLIS (February 20, 2019) – MATTER announced today an exciting collaboration with the Fantasy Sports Trade Association (FSTA), along with sponsors FanDuel and cause marketing pioneer Lou Raiola, to bring purpose and engagement to the fantasy sports industry.

At the recent Fantasy Sports Trade Association (FSTA) Winter Conference, held in Tampa Bay, Fla., attendees engaged in a meaningful opportunity to pack MATTERbox snack packs as a way of giving back to the Tampa Bay community. Filled with nutritious snacks and nutrition education, a MATTERbox snack pack is a “nutrition activator,” helping kids take their first steps toward a healthier life. Also included with each MATTERbox snack pack is an inspirational YOU MATTER note to the recipient, written by the person who packed it.

“The fantasy sports industry was delighted to partner with MATTER to give back to the host community of our Winter Conference. This was the first time we offered our attendees this type of opportunity and it was very rewarding,” said Paul Charchian, President of FSTA. “We’re already excited to partner with MATTER at our next conference in New York next June!”

[INSERT QUOTE FROM FANDUEL]

Following the packing event at the FSTA Winter Conference, the MATTERbox snack packs were donated to youth from The Vinik Family Boys & Girls Club, who distributed them during a visit from NHL’s Black History Month Mobile Museum. Youth also participated in an energizing street hockey event with Lightning Made Community Hockey. The event was also attended by Derrick Brooks, former Tampa Bay Buccaneer NFL Hall of Fame star.

“We are very grateful for the donation from MATTER and the FSTA,” said Alison Fraga, Chief Development Officer for Boys & Girls Clubs of Tampa Bay. “It was heartwarming to see how much the simple act of providing a MATTERbox snack pack and a YOU MATTER note of encouragement meant to the kids receiving them.”

Joe Newhouse, Vice President of Strategy and Innovation for MATTER, concluded, “AT MATTER, as we strategically expand our impact around the nation, we look for innovative opportunities to bring partners together to make a difference in communities. This collaboration provides a great illustration of how we can work collectively to bring purpose to a new industry resulting in giving kids a chance at a healthier life!”

###

About MATTER

MATTER is a Minnesota-based global nonprofit on a mission to move people forward by giving them a chance at a healthier life. Throughout the United States, MATTER activates healthy eating for kids and families with the MATTERbox program, a novel solution to healthy food access and nutrition education. Internationally, MATTER
addresses these barriers by giving hospitals the tools they need to care for the sick and injured in dignified ways, and by designing solutions to create diversified and resilient farms. Hope and opportunity also reaches people through the MATTER Innovation Hub, a portable learning environment outfitted with solar power that can be shipped and set up anywhere in the world. Learn more at www.matter.ngo.