

****MEDIA ALERT****



BALLY'S ATLANTIC CITY TO HOLD BIKE RIDE TO BENEFIT HELEN DAVID RELIEF FUND WITH SUPPORT FROM THE USBG NATIONAL CHARITY FOUNDATION

ATLANTIC CITY, NJ (AUGUST 10, 2021) - Bally's Atlantic City today announces it will hold a 25-mile bike ride to benefit the [Helen David Relief Fund](#) with support from the [USBG National Charity Foundation](#). The ride is free to participate.

When: Monday, September 13; Registration begins at 9:30 a.m. The ride begins at 10:30 a.m.

Where: Riders will start at Bally's Boardwalk base and finish with a complimentary Team Negroni Lunch and Happy Hour at Bally's Beach Bar. The route spans a length of New Jersey's scenic Downbeach Coast, passing through Ventnor, Margate, and Longport, and the state's mainland towns of Somers Point and Northfield.

How to sign up and begin a fundraising campaign: [Here](#)

What else:

- All riders will receive a complimentary continental breakfast, lunch, and happy hour at Bally's Beach Bar.
- Riders staying at Bally's Atlantic City are privy to a discounted room rate on September 13 of \$79/night by reserving at 609-340-2000 and mentioning "Rider21" (Book by September 7, 2021.)
- Should rain force a cancellation, the ride will be made up on Tuesday, September 14.

"It's great to see the kindness extended by our industry sponsors to host Atlantic City riders from many New Jersey and Northeast restaurants, bars, and casinos for this bike ride," says Frank Martucci, USBG National Charity Foundation Board President and Director of Beverage and Nightlife for Bally's Corporation. "During these challenging times in our industry, we need to continue to promote health and wellness amongst all of our peers. To get outside and bike along coastal South Jersey surely gives all our riders a great opportunity to relax, exercise, and enjoy catching up with fellow industry peers while raising funds for The Helen David Relief Fund at the USBG National Charity Foundation."

Bally's Atlantic City would like to thank its partners: Angel Envy, Bacardi, Bally's Atlantic City, Boston Beer Company, Campari USA, FIJI Water, Heineken USA, Mr. Finger Alibi Gin, Teremana, Tito's Handmade Vodka and Whistling Andy Distillery. Sponsorships are still available.

About Bally's Corporation

Bally's Corporation is a leading regional casino-entertainment company with a growing omni-channel presence of online sports betting and iGaming offerings in the US. It currently owns and manages 14 casinos across 10 states, a horse racetrack in Colorado and has access to OSB licenses in 14 states. It also owns [Bet.Works](#), a first-in-class B2B2C sports betting platform, Monkey Knife Fight, the fastest growing daily fantasy sports site in North America, and SportCaller, a leading global B2B free-to-play game provider.

With more than 6,000 employees, the Company's operations, pro forma for pending acquisitions, include 15,837 slot machines, 532 table games and 5,355 hotel rooms. Upon closing the previously announced Tropicana Las Vegas (Las Vegas, NV) transaction, as well as completing the construction of a land-based casino near the Nittany Mall in State College, PA, Bally's will own and manage 16 casinos across 11 states. Its shares trade on the New York Stock Exchange under the ticker symbol "BALY".

About the Helen David Relief Fund (HDRF)

The HDRF, a philanthropic grant program of the USBG Foundation, honoring the memory of the beloved Port Huron, pioneering Michigan bar owner, community leader, and Tony Abou-Ganim's cousin and first mentor, Helen David. Beating breast cancer twice during her lifetime, and through her dignity and courage, she has become an inspiration to those living with cancer. The HDRF financially assists those in the bar industry fighting breast and other types of cancer. If you or someone you know in the bar industry could benefit from this program, please visit: www.usbgfoundation.org/hdrf.

About the USBG National Charity Foundation

The USBG National Charity Foundation, a 501(c)(3) charitable organization whose mission is to advance the lifelong stability and well-being of service industry professionals through education and charitable activities. The USBG Foundation accomplishes its mission through programming that focuses on social responsibility, community service, and philanthropy. The USBG Foundation was formed in 2012 to expand the charitable impact of the United States Bartenders' Guild (USBG). To learn more, please visit www.usbgfoundaiton.org. Follow the USBG National Charity Foundation through social media channels: IG/FB/TWITTER: @usbgncf/@USBGNCF/@USBGNCF

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