



**FOR IMMEDIATE RELEASE:**



### **Bally's Corporation Celebrates Pride Month with a Range of Global and Inclusive Initiatives**

**Providence, Rhode Island (June 3, 2024)** -- Bally's Corporation is proud to announce a series of global initiatives in celebration of **Pride Month**. With a focus on education, charitable giving, and awareness, Bally's is committed to fostering an inclusive and supportive environment for all employees and communities. We encourage everyone to 'B Yourself'.

#### **Awareness Nationwide**

Bally's Corporation, headquartered in Rhode Island, is proud to announce its third year as a participating sponsor in the Rhode Island PrideFest and Illuminated Night Parade, featuring 'B Yourself' parade float. Bally's Corporate, Bally's Twin River Lincoln and Bally's Tiverton will be actively involved in showcasing their commitment to diversity and inclusion during this year's Pride month recognition.

Bally's locations nationwide will also illuminate in celebration of Pride Month. Bally's Atlantic City will illuminate Phil's Carousel Bar in beautiful rainbow colors, creating a stunning visual display of support. Bally's Kansas City will light up the exterior of their building in vibrant rainbow hues, making a bold statement of inclusivity. In Biloxi, the exterior signage will also light up in rainbow colors. Bally's Evansville will join Bally's locations nationwide in celebrating Pride Month by lighting the exterior of the casino with rainbow colors.

Throughout the month of June, Bally's casinos and resorts social media profiles will feature the Bally's customized logo, symbolizing our support for Pride Month. Signage will be displayed in front of house areas to celebrate and create awareness for Pride Month along with signature drink specials, games and more are planned in key markets.

Bally's Chicago will feature a special Pride Month Drink Menu in partnership with Tito's. For every drink sold, \$1 will benefit The Center on Halsted for their Senior Services Programs and HIV/AIDS Services Program for a maximum donation of \$20,000. Bally's Chicago will also be participating in the Equality Illinois Pride Brunch.

### **Internal Celebrations Around the Globe**

To kick off the celebrations internationally, an email will be sent to all global employees from the [Pride Employee Network](#), highlighting the importance of the three pillars: education, charity, and awareness to all offices and properties.

As part of the Pride Month activities, an online speaker event will be broadcasted to all offices, featuring Arlo West, a graphic designer, EDI consultant, and director of Trans Pride Manchester. Arlo will share his experiences with neurodivergence, stigma around being transgender, and managing mental health. The event will be interactive, and the rebroadcast will be available for employees to access across the enterprise.

Teams internationally are excited to sponsor Malta's (Southern Europe) number one drag performer, Coco Bordell, and her 2024 season. Bally's signage will be visible at all of Coco Bordell's events throughout the summer season, culminating in the official Pride event in September.

The Pride Employee Network will also encourage all departments to organize bake sales with the proceeds from the sales going to local Pride and LGBTQIA+ organizations, aiming to support and uplift the community.

Dedicated celebrations will be held in most offices and properties in the UK. The day will be filled with Pride decorations, and events that promote inclusivity and unity, an initiative aiming to create a vibrant and supportive atmosphere for employees and guests alike.

### **Education**

As part of Bally's ongoing commitment to diversity, equity, and inclusion, annual required DEI (Diversity, Equity, Inclusion) training courses are offered to all employees. These courses seek to foster a greater understanding and appreciation of different backgrounds and perspectives.

Bally's Corporation is dedicated to creating an inclusive and welcoming environment for all employees and guests. In recognition of Pride Month and support of the LGBTQIA+

community, Bally's continues to champion diversity and equality within the gaming and entertainment industry.

**About Bally's Corporation:**

Bally's Corporation is a global casino-entertainment company with a growing omni-channel presence. It currently owns and manages 15 casinos across 10 states, a golf course in New York, a horse racetrack in Colorado, and has access to OSB licenses in 18 states. It also owns Bally's Interactive International, formerly Gamesys Group, a leading, global, online gaming operator, Bally Bet, a first-in-class sports betting platform, and Bally Casino, a growing iCasino platform. With 9,900 employees, the Company's casino operations include approximately 15,000 slot machines, 550 table games and 3,900 hotel rooms. Upon completing the construction of a permanent casino facility in Chicago, IL, and a land-based casino near the Nittany Mall in State College, PA, Bally's will own and/or manage 16 casinos across 11 states. Bally's also has rights to developable land in Las Vegas post the closure of the Tropicana. Its shares trade on the New York Stock Exchange under the ticker symbol "BALY".

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