



## BALLY'S ATLANTIC CITY BIKE RIDE RAISES MORE THAN \$15K TO BENEFIT THE HELEN DAVID RELIEF FUND AT THE USBG NATIONAL CHARITY FOUNDATION

ATLANTIC CITY, NJ (OCTOBER 5, 2021) - Bally's Atlantic City today announces it has raised over \$15k through a charity bike ride, held on Monday morning to benefit the [Helen David Relief Fund](#) at the [USBG National Charity Foundation](#). The Helen David Relief Fund helps support those in the bar industry undergoing cancer treatment by awarding financial grants to qualified individuals.

Photo and video assets can be found [here](#).

More than 40 riders set out at 10:30 a.m. local time from Bally's Boardwalk base and finished with a complimentary Team Negroni Lunch and Happy Hour at Bally's Beach Bar. The route spanned 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.

Frank Martucci, USBG National Charity Foundation Board President and Director of Beverage and Nightlife for Bally's Corporation, "The Helen David Relief Fund is an incredibly worthy cause and one that is right in line with Bally's commitment to having a positive impact on the communities the company serves and to charities that benefit hospitality industry professionals directly. We're thrilled with the turnout for Atlantic City's inaugural ride and look forward to growing the event in years to come. We thank all of our sponsors for riding along with us and for their support."

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

### About Bally's Corporation

Bally's Corporation is a global casino-entertainment company with a growing omni-channel presence of online sports betting and iGaming offerings. It currently owns and manages 14 casinos across 10 states, a horse racetrack in Colorado and has access to OSB licenses in 15 states. It also owns Gamesys Group plc, a leading, global, online gaming operator, Bally Interactive, a first-in-class B2B2C sports betting platform, Monkey Knife Fight, the fastest growing daily fantasy sports site in North America, SportCaller, a leading, global B2B free-to-play game provider, and Telescope Inc., a leading provider of real-time fan engagement solutions.

With approximately 10,000 employees, the Company's operations, include approximately 15,800 slot machines, 500 table games and 5,300 hotel rooms. Upon closing the previously announced Tropicana Las Vegas 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, honors the memory of the beloved Port Huron, Michigan bar owner, pioneering 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 qualified individuals 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](http://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.usbgfoundation.org](http://www.usbgfoundation.org) and follow the USBG Foundation on social media: IG/FB/TWITTER: @usbgncf/@USBGNCF/@USBGNCF

#### **Media inquiries (USBG National Charity Foundation):**

Colin Baugh  
Emblem Public Relations  
[Colin@EmblemPR.com](mailto:Colin@EmblemPR.com)  
323-219-3427