

# PRESS RELEASE

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## PlayyOn Inc. and NFL Alumni Partner to Empower NFL Players to Leverage Their Influence and Legacy, Uplifting the Lives of Children and Youth

PlayyOn, Inc. has announced an impactful collaboration with the Northern California Chapter of the NFL Alumni (NFLANCC), to provide a lasting effect on the lives of children through the leadership and influence of NFL players. With a dual mission of “Caring For Our Own” and “Caring For Kids”, the NFL Alumni is an advocate for all former players while also engaging them to give back to their communities. The strategic partnership enables professional NFL athletes to set up and promote community events and programs by leveraging their digital presence on PlayyOn.

PlayyOn is a digital platform and leading cloud-based software powered by Amazon Web Services (AWS) that streamlines the processes associated with organizing and participating in sports. It leverages a unique social media-centric model that fosters community engagement beyond basic event and program management.

PlayyOn's solution helps NFL Alumni streamline event payment processing systems, optimize communications, and facilitate engagement with their fans and community so they can positively influence children and give back to the people they serve.

"As a lifelong participant in sports and a Silicon Valley entrepreneur, helping athletes, youth and families with children, is why I founded PlayyOn," said SallyAnn Reiss, CEO of PlayyOn. "Specifically, this partnership helps professional athletes as they embark on the next chapter of their careers, and PlayyOn can really help them have a presence online to lend their expertise and voice to support children at a larger scale."



John Paye, a retired NFL sports legend, and NFL Alumni Northern California representative said, "This partnership aligns perfectly with our shared vision of a tightly-knit and engaged sports community that actively works to positively impact children and youth in many communities."

Sally Ann Reiss is available to speak directly to the benefits of PlayyOn, and the lasting memories NFL Players can leave by utilizing the platform.

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### About PlayyOn

PlayyOn addresses the challenges and inefficiencies faced by organizers, participants, and athletes in the sports and recreation industry. PlayyOn is in the sports management technology sector, providing a comprehensive software platform for event management, registrations, payments, communications, and community building. Used by around 9,000 organizations, PlayyOn's focus is on streamlining the processes associated with organizing and participating in sports events and programs. PlayyOn offers a unique social media-centric model that fosters community engagement beyond basic sports events and program management.

[www.PlayyOn.com](http://www.PlayyOn.com)

### About NFL Alumni

The focus of NFL Alumni is to serve, assist, and inform players in their post-NFL lives. The Association offers a variety of medical, financial, educational, and social programs to keep members and their families healthy, productive and connected. With a dual mission of “Caring For Our Own” and “Caring For Kids”, the NFL Alumni is an advocate for all former players while also engaging them to give back to their communities by raising funds for youth charities.