Bruce Arians & gamification platform Rivals Media partner to benefit Arians Family Foundation

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Tampa, Nov 21, 2020 (Issuewire.com**)** - This week, Tampa Bay Buccaneers Head Coach Bruce Arians and free-to-play gamification platform, Rivals, are launching the Arians Family Foundation Buccaneers Charity Battle.

Live now, fans can make in-game predictions on outcomes for next Monday night's Bucs vs. Rams game, and for the remainder of the 2020-21 season, win tickets, sideline passes and autographed merchandise, and donate to the Arians Family Foundation.

"With our country still in the middle of the pandemic, we haven't been able to have our normal events that raise funds for the Arians Family Foundation so we are excited to partner with Rivals Media on this unique platform," said Bruce Arians. "This is a great way for our fans to interact with the games and help raise money for the Foundation."

"We're excited to partner with Coach Arians and the Arians Family Foundation," said Rivals Founder John Cioe. "With free-to-play games the most popular in the world, and 1-in-3 interacting with sports and entertainment on a second-screen, Rivals platform is proving to be a gateway to the next-gen fan. We're thrilled to use our platform to help raise money for the Arians Family Foundation."

The Arians Family Foundation, with the motto of "A Voice for Children," was created in 2013 by Bruce and Christine Arians to support and develop programs which strive to prevent and ameliorate the abuse and neglect of children. The foundation embodies the vision of a better future for children to live in where they feel safe and loved.

Founded in 2018 by media and tech entrepreneur Cioe, Rivals launched the Gridiron Charity Battle with Kenny Stabler's XOXO Stabler Foundation at the beginning of the season, and will follow the Arians game with a platform for former Pittsburgh Steelers Super Bowl MVP, Santonio Holmes, and his III & Long Foundation. Rivals, with leaders and advisors from the NBA, NFL, MLB, WWE, PlutoTV and YouTube, builds white-label games for sports and entertainment properties, driving pandemic-proof fan acquisition and engagement, revenue, and charity fundraising.

Fans can sign up to play the Arians Family Foundation Buccaneers Charity Battle at arians.rivalsmedia.com.

For more information on the Arians Family Foundation, visit ariansfamilyfoundation.com.

For more information on Rivals, visit rivalsmedia.com.

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