

Super Bowl MVP Santonio Holmes & Gamification Platform Rivals to partner III & Long Foundation

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Pittsburgh, Nov 24, 2020 (Issuewire.com) - This week, Super Bowl MVP and Steeler great, Santonio Holmes, and free-to-play gamification platform, Rivals, are launching the III & Long Foundation Steelers Charity Battle.

Live now, fans can make in-game predictions on outcomes for this Thursday night's Steelers vs. Ravens game, and for the remainder of the 2020-21 season, win tickets and autographed merchandise, and donate to the III & Long Foundation.

"I am excited to partner with Rivals on the launch of my III & Long Foundation Steelers Charity Battle, and raise money to fight Sickle Cell Disease, as the 10-0 Steelers make a run for #7!" said Santonio Holmes. "It's a unique opportunity, during this pandemic, to leverage Rivals game platform to raise money for the foundation, and win amazing prizes."

"We're excited to partner with Santonio and the III & Long Foundation," said Rivals Founder John Cioe. "Our free-to-play mobile game provides a pandemic-proof opportunity for Santonio and Steelers fans to play an exciting game, win some amazing prizes, and donate to a great cause."

Founded by Santonio Holmes in the fall of 2011, the mission of the III & Long Foundation is to raise

awareness to help fight Sickle Cell Disease (SCD) and provide financial support and treatment options for families affected by the disease.

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 followed last week with the launch of Coach Bruce Arians Foundation Buccaneers Charity Battle, and this week with 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 III & Long Foundation Steelers Charity Battle at holmes.rivalsmedia.com.

For more information on the III & Long Foundation, visit III & Long Foundation.org.

For more information on Rivals, visit rivalsmedia.com.

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