



## ROYAL CHALLENGERS BANGALORE CONTINUES SUPPORT TO FIGHT COVID- 19

- *RCB will sport a PPE-colored special Blue Jersey in our first match on 20<sup>th</sup> September 2021, to pay tribute to frontline warriors*
- *RCB has partnered with Fankind to auction the Blue Jerseys, to raise funds for GiveIndia's "Vaccination For All" Mission.*

**Bengaluru, 18<sup>th</sup> September 2021:** Royal Challengers Bangalore will don the Blue Jersey to pay tribute to the frontline warriors who have spent the majority of the last 18 months in PPE kits, in our opening match of the second leg of the VIVO IPL 2021 against Kolkata Knight Riders on 20<sup>th</sup> September 2021, at Abu Dhabi. RCB had announced the Blue Jersey Match in May this year, instead of its flagship 'Go Green' initiative, before the pandemic put a pause to the tournament. The team keeps its promise with its fans and will don the Blue Jersey, which was unveiled by Captain Virat Kohli and Chairman, RCB, Prathmesh Mishra at a virtual press conference on Saturday.

Since the start of the pandemic last year, RCB's parent company, Diageo India has committed 75 Crores INR towards the programme to support Indian hospitality sector and Royal Challengers Bangalore has provided for about 100 units of oxygen concentrators to extend support in Bangalore, and other cities.

The special edition "Blue Jerseys", that will feature messages to spread awareness in the battle against Covid, will be signed and auctioned to raise funds for deployment of vaccines in India. Fankind, an online celebrity fundraising platform, founded by Anshula Kapoor, will be organizing the auction which will go live on the Fankind website. The auction period which begins on 20<sup>th</sup> September will last till 2<sup>nd</sup> October 2021 and will be open to all fans to bid for up to 11 sets of "2 player Jerseys". A closed bidding process will take place live on zoom for certain player sets on 4<sup>th</sup> October 2021. All proceeds from the auction will be directly handed over by Fankind to GiveIndia for deployment towards helping accelerate the vaccination drive for underprivileged communities.

All details and T&C's can be found on the [Fankind.org/rcb](https://fankind.org/rcb)

**Prathmesh Mishra, Chairman, Royal Challengers Bangalore, said,** "Royal Challengers Bangalore intends to stay true to the commitment to honor the frontline warriors. The challenges they face in ensuring safety during this health crisis deserves a lot of credit. They are the real heroes playing bold in life. We want to deliver as planned, in whatever little way we can. We are proud to have partnered with Fankind

and GiveIndia to continue with our efforts to provide support to the vaccination efforts in Bangalore and other cities of the country. We wish for everyone to be safe and healthy.”

**Virat Kohli, Captain, Royal Challengers Bangalore, said,** “India has been battling Covid-19 on a war footing. While vaccination has been going on at a great pace, the frontline workers are the ones bearing the burden of helping us move past this pandemic. We have great respect and admiration for these workers and would like to assist these heroes in our own little way to spread awareness. We are all in this fight together and we need to work together to help humanity move forward.”

#### **About Royal Challengers Bangalore:**

The Royal Challengers Bangalore (RCB) is owned by Royal Challengers Sports Private Limited, a subsidiary of Diageo India. The Royal Challengers Bangalore (often abbreviated as RCB) are a franchise cricket team based in Bangalore, Karnataka, that plays in the Indian Premier League (IPL). One of the original eight teams, the team has made three final appearances in the IPL (in 2009 to the Deccan Chargers, in 2011 to the Chennai Super Kings and in 2016 to the Sunrisers Hyderabad) for which they finished runners-up in all. It is one of the most followed and loved T-20 teams and has tremendous international star power. Download RCB Mobile Application to know more.

#### **About Fankind:**

Founded by Anshula Kapoor, [fankind.org](http://fankind.org) is a first of its kind online fundraising platform in India that focuses on curating celebrity experiences for fans that help raise funds for charities across India. In this way, fans win by living their dream experiences, celebrities and brands win by supporting causes they are passionate about and charities win by raising funds with ease. Fankind has successfully raised funds for over 16 NGOs across various fields that have directly impacted and improved the lives of more than 30,000 individuals across India.

#### **About GiveIndia:**

GiveIndia exists to alleviate poverty by enabling the world to give. Established in 2000, it is the largest and the most trusted giving platform in India. It enables individuals and organizations to raise and donate funds conveniently to any cause they care about, with offerings including crowdfunding, corporate giving, cause marketing, and philanthropy consulting. GiveIndia’s community of 2M+ donors and 250+ partners have supported 2,200+ verified nonprofits, serving 15M+ people across the country.

#### **For more details:**

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