



## **LOS ANGELES RAMS TO HOST VIRTUAL ‘KICKOFF FOR CHARITY’ ON SUNDAY, SEPTEMBER 6 AT 5:20 PM PT**

*Head Coach Sean McVay & Players to Join Corporate Supporters and Fans for 2020 Season Preview and Overview of the Team’s Efforts to Address Social Injustices*

*Rapper & Producer Stix to Debut a New Song in Collaboration with the Rams*

*Fans Can [Sign Up Here](#) To Join*

Exactly one week before the Los Angeles Rams will kick off their first regular season game in their new home, the team will break for an evening to host their annual Kickoff for Charity event, presented by [UNIFY Financial Credit Union](#), on Sunday, September 6 at 5:20 p.m. PT.

This year’s Kickoff for Charity will be conducted virtually, and all proceeds will help build a better LA and support the team’s efforts to help bridge the digital divide that is disproportionately impacting under-resourced students in Los Angeles. The event will also kick off a week of initiatives that will culminate with the team’s Week One matchup against the Dallas Cowboys on *Sunday Night Football*.

The evening will feature a season preview from Rams Head Coach **SEAN McVAY** and an overview of some of the team’s efforts to address social injustices from Chief Operating Officer **KEVIN DEMOFF**, Quarterback **JARED GOFF** and Defensive Lineman **SEBASTIAN JOSEPH-DAY**. The Rams will also introduce an “LA Together” video showcasing some of the team’s social justice efforts including their work with the Watts Rams and youth justice. The event will be hosted by NFL Network reporter **STEVE WYCHE** in front of an audience including partners, Season Ticket Members and fans.

Kickoff for Charity viewers will also hear from Anti-Recidivism Coalition Founder and film producer **Scott Budnick**, Executive Director **Sam Lewis**, and 2<sup>nd</sup> Call Founder **Skipp Townsend**, who will discuss how their organizations have supported 100 formerly incarcerated individuals who helped build the team’s new stadium in Inglewood.

In addition, hip-hop artist and music producer **STIX**, a Watts native who has partnered with the Rams on various community outreach initiatives, will debut a song made in collaboration with the team about social injustices affecting the community and speak about his vision behind the project.

Media RSVP: If you would like to cover the Rams Kickoff for Charity event, please RSVP to Chase Isaacs at [cisaacs@rams.nfl.com](mailto:cisaacs@rams.nfl.com) by Saturday, September 5.

To learn more about how the Rams are committed to the pursuit of social justice, fans can visit [therams.com/community/social-justice](https://therams.com/community/social-justice).

**About the Los Angeles Rams in the Community:**

The Rams organization recognizes its unique ability to raise awareness and funds for causes and issues relevant to our fans and community members. The entire organization is committed to serving as a valuable community partner and benefiting the Los Angeles region 365 days a year while providing substantial resources to support education and mentoring, health and wellness, and help address issues tied to poverty such as food insecurity and homelessness. Since the team moved back home to Los Angeles in 2016, the Rams have provided more than 7,900 hours of community service and benefitted 192 schools and 153 different non-profit organizations to bring to life projects that previous 'Kickoff for Charity' events have helped fund. To learn more about the Rams charitable efforts, please visit [www.therams.com/community](http://www.therams.com/community).

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