

## **FOR IMMEDIATE RELEASE**

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### **WTT Semis & Finals To Be Enhanced Through CrowdPlay Partnership**

(Boston, MA—July 18, 2020) Viewers who will be watching the World Team Tennis Semis & Finals on August 1 and August 2, 2020 will have the opportunity to share in over \$3,000 in cash prizes and signed merchandise from star players by engaging with the CrowdPlay free-to-play fan engagement platform.

Through a partnership with WTT, Boston-based start-up CrowdPlay, will engage fans by sending out questions during stoppages in play about the action that just happened or is about to happen.

Established earlier this year as a fan engagement solution with a new medium for sponsorship at live sports venues, CrowdPlay -- which had just closed a \$1.3 million Series Seed funding round -- will enhance the already exciting playoffs and will bring the viewing experience to a new level of engagement and enjoyment.

#### **How It Works**

Typically, fans viewing from home -- or at a live sporting event, are provided specific questions throughout a live game's lifecycle—pre-game (before the action begins) and in-game (during breaks in play). Every question is contextual and relevant to the action in the game as fans compete against each other. Meanwhile, as users accrue points, they climb the leaderboard. Those who finish inside the prize pool rankings are rewarded a cash prize and other rewards, but regardless, all players can use their accumulated points for redemption of exclusive sponsor rewards.

#### **About CrowdPlay**

CrowdPlay is the #1 fan engagement platform for live sporting events—revolutionizing the way fans enjoy and interact with games they are attending/viewing while providing a unique and exclusive forum for sponsors, teams and sports venues. For more information about CrowdPlay or how to participate visit: [crowdplayapp.com](http://crowdplayapp.com).