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SEATTLE REIGN FC INVITES FANS TO RISE TOGETHER FOR COMMUNITY ON AUGUST 29 IN PARTNERSHIP WITH RAVE FOUNDATION AND LOOKING OUT FOUNDATION; NEW FANS INVITED THROUGH “FIRST MATCH ON US” INITIATIVE, PRESENTED BY ALASKA AIRLINES

RAVE Foundation, the charitable arm of Reign FC, and Looking Out Foundation, the charitable organization founded by award-winning musical artist Brandi Carlile, invite fans to RISE TOGETHER for community on August 29 – in an effort to champion Reign FC’s commitment to advance equity in play and life by supporting the needs of Mary’s Place

Reign FC also launches “First Match On Us” initiative in partnership with Alaska Airlines, inviting first-time attendees to experience the match and witness the Club’s unwavering commitment to community

RENTON, WASH. (August 6, 2025) – Seattle Reign FC is proud to announce its Rise Together match at Lumen Field on Friday, August 29, bringing fans together for a night of soccer, music and meaningful community impact. In partnership with RAVE Foundation, the Reign’s charitable arm, whose mission is to use soccer as a vehicle to inspire youth and strengthen communities – and Looking Out Foundation, artist Brandi Carlile’s nonprofit grantmaking organization that seeks to amplify music’s impact for change. The match will spotlight a shared commitment to equity, justice and collective action.

“We are honored to have the opportunity to partner with RAVE Foundation and Seattle Reign FC to make music mean more,” said **Gloria Goeres**, Executive Director of Looking Out Foundation. “At Looking Out Foundation, we seek to amplify the impact of music and the arts to empower those who are often overlooked and underserved. We know the Reign FC fanbase is one of community and powerful togetherness and we are excited for this chance to leverage that for an incredible organization. Mary’s Place has spent over 25 years providing safety, dignity, and a sense of home to women, families and children in King County. We are grateful for their mission and this chance to support and expand their impact,” she added.

As an important element of the Rise Together match - Reign FC will introduce “First Match On Us,” a new initiative presented by Alaska Airlines that offers complimentary tickets to



first-time attendees, making this night of purpose and connection accessible to first-time fans as well as loyal, long-time Reign supporters.

"Our 'First Match On Us' initiative lets us give back to our hometown in a way that really matters," said **Eric Edge**, Vice President of Brand and Marketing at Alaska Airlines. "By making Seattle Reign's Rise Together match more accessible, we can share the excitement of the NWSL with new fans while highlighting the meaningful work of local community partners."

This marks meaningful collaboration between Reign FC, the club's charitable arm RAVE Foundation and the Looking Out Foundation. United by a belief in uplifting marginalized voices and driving tangible change, the three organizations are joined by RAVE partners Seattle Storm and Symetra in investing in the creation of play spaces (a soccer mini pitch and a half basketball court) at the new Mary's Place location with construction underway in Burien, Washington. In addition to these play spaces, the group will invest programs that use sports and art to support the overall wellness of the Mary's Place community.

"I can't imagine a better match for first time fans to attend," said **Ashley Fosberg**, Reign FC Chief Impact and Fan Engagement Officer and RAVE Foundation Executive Director. "It'll be an inspiring display of Reign FC's commitment to our community – and everyone attending will have the chance to pitch in, support, or just learn more."

As part of the matchday experience, fans will be invited to help pack supply bags for Mary's Place guests, take part in donation drives and learn how to support local organizations through direct action. Looking Out Foundation will also activate its national volunteer coalition to amplify the event and deepen its impact.

To mark the occasion, the club is offering a special Rise Together experience, featuring donation activations, community storytelling and in-stadium opportunities to give back. First-time fans are encouraged to claim their complimentary ticket through First Match On Us, courtesy of Alaska Airlines.

To learn more and register for Reign FC's First Match On Us program, visit www.reignfc.com/first-match-on-us.

To purchase a match ticket with a \$5 donation to the Rise Together commitment to Mary's Place included, visit <https://www.gofevo.com/event/Ravelof4>.

ABOUT SEATTLE REIGN FC



Seattle Reign FC was established in 2012 as a founding member of the National Women's Soccer League. The fourteen-team NWSL is widely considered to be the most competitive women's professional soccer league in the world. Over its first 11 seasons, the club captured the NWSL Shield three times, while making three appearances in the NWSL Championship and seven appearances in the NWSL postseason. Reign FC plays its home matches at Lumen Field in Seattle, Washington and trains at Starfire Sports Complex in Tukwila, Washington. The club can be found on the web at www.reignfc.com and on social platforms @ReignFC.

ABOUT ALASKA AIR GROUP

Alaska Airlines, Hawaiian Airlines and Horizon Air are subsidiaries of Alaska Air Group, with McGee Air Services a subsidiary of Alaska Airlines. With hubs in Seattle, Honolulu, Portland, Anchorage, Los Angeles, San Diego and San Francisco, we deliver remarkable care as we fly our guests to more than 140 destinations throughout North America, Latin America, Asia and the Pacific. Alaska is a member of the oneworld Alliance with Hawaiian scheduled to join in 2026. With oneworld and our additional global partners, guests can earn and redeem miles for travel to over 1,000 worldwide destinations. Guests can book travel at alaskaair.com and hawaiianairlines.com. Learn more about what's happening at Alaska and Hawaiian. Alaska Air Group is traded on the New York Stock Exchange (NYSE) as "ALK."

ABOUT RAVE FOUNDATION

RAVE Foundation is the official charitable arm of Seattle Reign FC, whose mission is to build small fields for free play and use soccer as a vehicle to inspire youth and strengthen communities. RAVE is on a mission to build 52 small, accessible fields for free play in underserved communities throughout Washington, in time for FIFA World Cup 2026™.

ABOUT THE LOOKING OUT FOUNDATION

The Looking Out Foundation amplifies the impact of music by empowering those without a voice. From neighborhood to nation, we fund causes and organizations that often go unnoticed to support social justice and humanitarian causes across the US and globally.

ABOUT MARY'S PLACE

Mary's place envisions a community where all families have safety, stability, and housing. Its mission is to ensure that no child sleeps outside by centering equity and opportunity for women and families.

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