



NEWS RELEASE

DraftKings Celebrates Customers on “DraftKings Gameday” with Free Gas, Exclusive Offers and More

2026-08-31

Nationwide Celebration on September 2 to Fuel the Start of Football Season with DraftKings Sports & Casino Available Nationwide

BOSTON--(BUSINESS WIRE)-- DraftKings Inc. (Nasdaq: DKNG) today announced plans for DraftKings Gameday, a one-day nationwide celebration taking place September 2, 2026. Featuring exclusive promotions for customers, a customized in-app experience, in-person activations, a charitable donation and a new creative campaign, DraftKings Gameday will kick off the first football season with DraftKings Sports & Casino available nationwide.¹ Fans will be able to enjoy Sportsbook, Predictions and Casino on a unified platform across the country, complemented by a range of new features and enhancements designed to deliver the most seamless and engaging DraftKings experience to date this football season.

“The start of football season is one of the most exciting times of year at DraftKings, and 2026 marks a major milestone for our company,” said Stephanie Sherman, Chief Marketing Officer at DraftKings. “This is our first football season with DraftKings Sports available to fans nationwide, and Gameday is our way of kicking off the season and celebrating our customers by bringing together exclusive offerings, giveaways and unforgettable experiences across the country.”

Gameday Fuel Activation²

DraftKings will fuel the return of football with Gameday Fuel, offering free gas, while supplies last, to passenger vehicles at select gas stations in **Los Angeles, Miami, Dallas, Atlanta and Detroit**. Fans can fill up for kickoff while enjoying giveaways, contests, interactive experiences and appearances from special guests. Specific locations and event times will be announced separately.

Exclusive DraftKings Gameday Promotions on DraftKings Sports & Casino

Customers nationwide will also have access to a variety of exclusive DraftKings Gameday offers on September 2 spanning Sportsbook, Predictions and Casino through the DraftKings Sports & Casino App. Bringing Sportsbook, Predictions, Casino and Lottery Courier services together in one seamless experience — with access tailored to each customer’s jurisdiction — the Super App gives fans a single destination for football season.

Take Your Game Anywhere Campaign

DraftKings’ “Take Your Game Anywhere” campaign follows Kevin Hart and Nick Jonas on a cross-country road trip, showing how fans across the country can enjoy DraftKings Sports & Casino — from placing a bet at a New Jersey diner to making a trade during a stop in California. The campaign is now live on TV, digital and social platforms.

DraftKings SERVES Supports Disabled American Veterans

As part of its ongoing commitment to supporting the communities where it operates, DraftKings, through its DraftKings SERVES program, will donate \$50,000 to DAV (Disabled American Veterans) a nonprofit organization that provides lifetime support to veterans their families, caregivers and survivors. The contribution will help fuel the organization's Transportation Network, which provides injured and disabled veterans with free rides to VA medical facilities and appointments.

DraftKings strongly encourages customers to play responsibly with the goal of informing customers about, and encouraging the use of, tools such as deposit limits, cool-off periods and self-exclusion. These resources are designed to help people understand their activity on DraftKings and highlight ways to make the best choices for their entertainment.

For more information about DraftKings Sports & Casino, please visit [here](#). Customers can review DraftKings' Responsible Engagement tools [here](#).

1 Nationwide based on Sportsbook, Predictions, and/or Free-to-Play Sports Contest availability. Varies by State.

2 Eligibility and other restrictions apply, while supplies last. Offerings may vary by location.

About DraftKings

DraftKings Inc. is a digital sports and gaming company created to be the Ultimate Host and fuel the competitive spirit of sports fans with platforms that range across daily fantasy, regulated gaming, prediction markets and digital media. Headquartered in Boston and launched in 2012 by Jason Robins, Matt Kalish and Paul Liberman, DraftKings is the only U.S.-based vertically integrated sports betting operator. DraftKings' mission is to make life more exciting by responsibly creating the world's favorite real-money games, betting experiences and event contracts trading. DraftKings Sportsbook is live with mobile and/or retail sports betting operations pursuant to regulations in 30 states, Washington, D.C., Puerto Rico, and Alberta and Ontario, Canada. The Company operates iGaming pursuant to regulations in five states and in Alberta and Ontario, Canada under its DraftKings brand and pursuant to regulations in four states and in Alberta and Ontario, Canada, under its Golden Nugget Online Gaming brand. DraftKings also owns Jackpocket, the leading digital lottery courier app in the United States. DraftKings' daily fantasy sports platform is available in 44 states, Washington, D.C., and certain Canadian provinces. DraftKings' wholly-owned subsidiary GUS III LLC (d/b/a DraftKings Predictions) also operates DraftKings Predictions, offering federally regulated event contracts under CFTC oversight. DraftKings is both an official sports betting and daily fantasy partner of the NHL, PGA TOUR and WNBA, as well as an official daily fantasy partner of NASCAR, an official sports betting partner of the NBA and an authorized gaming operator of MLB. In addition, DraftKings owns and operates DraftKings Network, a multi-platform content ecosystem. DraftKings is committed to delivering responsible engagement tools and resources, while focusing on integrity and customer education.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20260831850014/en/>

Media Contacts

media@draftkings.com

[@DraftKingsNews](#)

Source: DK Crown Holdings Inc.