



2019 MEDIA KIT



**We Make
Fun
Possible**





OUR STORY

Founded in 2009 DC Fray's mission is to make fun possible. We do that by creating and sharing adult recreational experiences. Through social sports leagues, special events, media content and corporate partnerships.

We want to make fun a lifestyle to help motivate even more people to love what they do, and to find the fun in every single day.

WHAT IS #FRAYLIFE

#FrayLife is our coverage of the coolest things and best experiences happening in and around our community.

From coverage of local day hikes, to new concerts coming to town, #FrayLife is about living your best life and finding the fun in each day.

THIS IS WHAT WE DO



SOCIAL SPORTS LEAGUES

From basketball, dodgeball, to skeeball - DC Fray offers a variety of awesome leagues for folks to be active, social and most importantly to have fun.

SPECIAL EVENTS

Community building special events such as speed dating, DC Field Day, scavenger hunts, outdoor adventures, culinary delights, pop up events and more.

#FRAYLIFE MEDIA & CONTENT

Informative and influential content relating to uncovering the coolest things to do in DC - from can't miss activities, happenings, to the importance of having fun as adults.

CORPORATE PARTNERSHIPS

Dynamic partnerships with corporations, non-profits and brands to inject fun into the workplace and within our community as a whole.

COMPANY FACTS

DATE LAUNCHED: 2009

LOCATION: 951 V Street, NE Washington DC

TEAM SIZE: 20+

IMPACT: 375,000+ participants served

OTHER FACTS: Veteran-owned business started during the recession in Northeast DC.



@RAKinsler

FOUNDER & CEO

Robert is the founder and CEO of United Fray, a lifestyle services company based in Washington DC that is on a mission to Make Fun Possible for their communities through social sports, events, media and technology.

Named the Small Business Person of the year by the DC Chamber of Commerce in 2017, Robert serves on the Executive board of the Sport and Social Industry Association (SSIA), the Baltimore Chapter of the Entrepreneurs Organization (EO) and the DC based non profit CRYSP.

Robert is also a husband and father of three amazing children under the age of 4. He has (mostly) kept his sanity thanks in no small part to his amazing wife Victoria and his incredible team at the office.

Robert has a passion for creating and building organizations and opportunities of value. Some of his past experiences include serving in the Army National Guard, living in the Virgin Islands and lending his voice to a McDonald's radio commercial. You can Join Robert on twitter or instagram @RAKinsler for snippets of the crazy ride.

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SOCIAL SPORTS LEAGUES

MAKING FUN POSSIBLE FOR CORPORATIONS & EMPLOYEES



PRESS RECOGNITION

Washingtonian - Things To Do In DC This Weekend

<https://www.washingtonian.com/2018/10/25/things-to-do-in-dc-this-weekend-october-25-28-crafty-bastards-dia-de-los-muertos-celebration-scary-movies/>

WUSA9 - DC Skee-ball League Is All About Fun

[wusa9.com/article/sports/dc-skee-ball-league-is-all-about-fun/65-521730310](https://www.wusa9.com/article/sports/dc-skee-ball-league-is-all-about-fun/65-521730310)

NY Times - In Social Sports, It's About Camaraderie, Not Competition

[nytimes.com/2017/07/14/business/smallbusiness/millennials-social-sports-kickball.html](https://www.nytimes.com/2017/07/14/business/smallbusiness/millennials-social-sports-kickball.html)

American Inno - DC Startup Looks Beyond Beer Pong Leagues In Events Pivot

[americaninno.com/dc/dc-startup-looks-beyond-beer-pong-leagues-in-events-pivot](https://www.americaninno.com/dc/dc-startup-looks-beyond-beer-pong-leagues-in-events-pivot)

Washington Post - Forget Trivia. Bingo Is The Mindless Bar Game D.C. Needs Right Now

[washingtonpost.com/news/going-out-guide/wp/2018/08/20/forget-trivia-bingo-is-the-mindless-bar-game-d-c-needs-right-now/?noredirect=on&utm_term=.51201efa0a20](https://www.washingtonpost.com/news/going-out-guide/wp/2018/08/20/forget-trivia-bingo-is-the-mindless-bar-game-d-c-needs-right-now/?noredirect=on&utm_term=.51201efa0a20)

Pop Ville - Make Your Summer As Fun As Possible With DC Fray

[popville.com/2018/05/make-your-summer-as-fun-as-possible-with-dc-fray](https://www.popville.com/2018/05/make-your-summer-as-fun-as-possible-with-dc-fray)

Washingtonian - Indulge Your Inner Gym-Class Hero At DC Fray's Field Day

[washingtonian.com/2018/07/24/indulge-inner-gym-class-hero-dc-fray-field-day-rfk-saturday](https://www.washingtonian.com/2018/07/24/indulge-inner-gym-class-hero-dc-fray-field-day-rfk-saturday)

Biz Journals - Social Sports Company Rebrands With Big Plans For D.C., Expansion Cities

[bizjournals.com/washington/news/2017/02/16/local-social-sports-company-rebrands-with-big.html](https://www.bizjournals.com/washington/news/2017/02/16/local-social-sports-company-rebrands-with-big.html)

Washington Post - How A Thing For Skee-Ball Started A \$3.2 Million Business

[washingtonpost.com/business/economy/how-a-thing-for-skee-ball-started-a-32-million-business/2017/03/03/63a57e10-fd41-11e6-8f41-ea6ed597e4ca_story.html?noredirect=on&utm_term=.1e78203dd49e](https://www.washingtonpost.com/business/economy/how-a-thing-for-skee-ball-started-a-32-million-business/2017/03/03/63a57e10-fd41-11e6-8f41-ea6ed597e4ca_story.html?noredirect=on&utm_term=.1e78203dd49e)

American Inno - DC Startup Looks Beyond Beer Pong Leagues In Events Pivot

[americaninno.com/dc/dc-startup-looks-beyond-beer-pong-leagues-in-events-pivot](https://www.americaninno.com/dc/dc-startup-looks-beyond-beer-pong-leagues-in-events-pivot)

National Mall Coalition - Photo Gallery: Sports On The National Mall

nationalmallcoalition.org/2017/11/photo-gallery-sports-on-the-national-mall

Metro Weekly - Game On: The Welcoming Leagues Of United Social Sports

[metroweekly.com/2015/03/game-on-the-welcoming-leagues-of-united-social-sports](https://www.metroweekly.com/2015/03/game-on-the-welcoming-leagues-of-united-social-sports)

SOCIAL MEDIA REACH



AWARDS & RECOGNITION

INC 5000 2016

INC 5000 2017

INC 5000 2018

INNER CITY 100 2018

SMALL BUSINESS PERSON OF THE
YEAR 2017 - DC CHAMBER



MEDIA CONTACTS

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PRESS IMAGES

WWW.DCFRAY.COM/IMAGES

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