

## Media Contact

Maurisa Turner Potts

Founder/CEO

Spotted MP (Marketing + Public Relations)

703.501.6289 (cell)

[maurisa@spottedmp.com](mailto:maurisa@spottedmp.com)

[www.spottedmp.com](http://www.spottedmp.com)



## DC Fray + On Tap Media Join Forces

### Bringing 'More Fun Possible' to the DC Region Through an Expanded Media and Entertainment Footprint

**March 18, 2019 (Washington, D.C.)** – Area social sports, events and media company **DC Fray** and Alexandria based monthly lifestyle and entertainment publication **On Tap Media** today announced they will be joining forces to expand their regional media, entertainment, and social activation capabilities. With the joining of forces, DC Fray and On Tap will be able to provide an expanded slate of creative programming and innovative media opportunities to the DMV region.

DC Fray continues to expand beyond just social sports in which they got their start. Founded in 2009, DC Fray creates a variety of adult recreational experiences through their ever-popular social sports leagues, special events, media content and corporate partnerships. Since 1998, On Tap Media has been the go-to source for all things fun and entertaining in the area from publishing their recognized monthly On Tap Magazine, to curated online content, custom lifestyle publications, and special events. Together, their core service offerings will be amplified and focused on social sports, events, media content and corporate partnerships.

“Fray achieves our mission of **making fun possible** by creating and sharing fun things to do,” says Robert Kinsler, Founder & CEO of DC Fray. “I can’t think of a better partner than On Tap to take that to the next level. Fray is a values and community driven organization and aligns very well with On Tap and we will now be able to amplify our offerings to our community. The amazing team at On Tap knows what it means to cover the coolest experiences around. Fray is super excited to be part of the evolving local media landscape and look forward to having a ton of fun together.”

On Tap Media’s Managing Editor Monica Alford echoes this sentiment, expressing her team’s excitement to join forces with Fray.

“Together, On Tap and Fray can strengthen our media and entertainment footprint, expand our core demographic, produce more editorial across all platforms, and cover even more of what the District has to offer,” she says. “By joining the Fray family, we’re able to take both of the core

elements of our media company – editorial and events – to the next level, and we couldn't be more excited to get the ball rolling.”

Robert Kinsler will take on the magazine publisher role as an expanded duty within his current position as founder and CEO of United Fray. On Tap Publisher Jennifer Currie will move into a strategic client and development role. Monica Alford will remain at the helm of all editorial for the print, digital and customer media packages, and will join forces with DC Fray Head of Media Operations Anthony Towey to continue expanding FrayLife's media and content footprint. On Tap Magazine Key Account Executive Tom Roth will continue to lead client partnerships and Martin Espinoza, a new team member will take point as Senior Director of Events.

In wake of recent headlines of media outlets laying off employees, consolidating, or stopping operations, DC Fray and On Tap Media are two profitable companies that are in growth mode – building on their brand pillars. Business operations will run business as usual with no core business operations, regularly published content, or events affected. However, effective April 1, 2019, all Alexandria based On Tap staff will move into DC Fray offices, located in the Brentwood neighborhood of DC's Ward 5.

You can find out more about DC Fray and On Tap Media at:

[www.dcfray.com](http://www.dcfray.com)

[www.ontaponline.com](http://www.ontaponline.com)

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