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# ELITE CASINO RESORTS

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## Elite Casino Resorts Commits \$500,000 to Support The Swarm Collective Supporting University of Iowa Athletics

*Elite's Giving Back Program* puts Company Values into Action

(Riverside, IA) – [Elite Casino Resorts](#) announced today that the company will be the exclusive casino gaming partner and first corporate partner pledging a \$500,000 leadership contribution. The contribution is part of Elite's *Giving Back Program* that makes charitable contributions to local nonprofits, fire departments and law enforcement agencies.

[The Swarm Collective](#) is a nonprofit charitable foundation created to support Iowa athletes after the Supreme Court ruled the NCAA restrictions on student athlete compensation were illegal. The SWARM helps to create and facilitate partnerships for Iowa student athletes with local charities and nonprofits, business owners, and the surrounding Iowa City communities while compensating student athletes for their charitable efforts. Swarm initiatives will play an integral part in enhancing the overall comprehensive Iowa student-athlete providing opportunities for them to serve and engage with our charitable partners.

"Elite Casino Resorts has built success by giving back to the communities we serve. We have supported Iowa student athletes since we opened our doors, but we recognize changing times require more help. Our Eastern Iowa community is better because of Iowa Athletics, and we are proud to support the student athletes," said Dan Kehl, CEO of Elite Casino Resorts.

Each of Elite Casino Resorts properties will support this partnership hosting charitable events that feature Iowa student athletes. Riverside Casino & Golf Resort and Rhythm City Casino & Resort general managers Damon John and Mo Hyder, pictured, are already making plans for 2023.

"Working with Iowa student athletes will boost the charitable events we host" said Riverside General Manager Damon John. "Our guests love the Hawkeyes!"

Brad Heinrichs, CEO of the Swarm added, "As college athletics continues to evolve at a rapid pace with Name, Image, and Likeness (NIL), our mission at SWARM is to serve and raise funds for our local non-profits and charities through mission-driven engagement opportunities with our Iowa student-athletes. What excites us about our partnership with Elite Casino Resorts is it is a company that is owned and run by Iowans who already have a long history of serving local charities and understand the value of enhancing the community. The partnership with Elite Casinos Resorts is a great fit for us at SWARM and we look forward to expanding our charitable efforts of support across the state of Iowa."

The Swarm Collective will build relationships between student-athletes, business owners and charities, and the passionate alumni and fans of the University of Iowa. Student Athletes will help promote Elite's charitable giving events throughout the year.

## **About SWARM**

The Swarm Collective, Inc. is a 501(c)3 non-profit corporation organized exclusively to enable and empower the University of Iowa student-athletes in amplifying their NIL opportunities by contributing their time and diversity of talents through charitable work with non-profits, being active while giving back to our communities, and providing mentorship to our future generation of leaders.