

# You download, DISH donates: DISH pledges \$1 to Toys for Tots for every DISH Anywhere app downloaded in December

- *'Dollars for Downloads' initiative to help provide toys, books and other gifts to disadvantaged children*
- *Download the free DISH Anywhere app on compatible devices now through December 31 to participate*

ENGLEWOOD, Colo., Dec. 3, 2018 /[PRNewswire](#)/ -- DISH today introduced a new holiday-giving initiative called "Dollars for Downloads" to benefit the [Marine Toys for Tots Program](#). For every DISH Anywhere app that customers download to compatible devices this December, DISH will donate \$1 to Toys for Tots, helping the organization in its mission of delivering toys, books and a message of hope to underserved children.

"We're excited to partner with Toys for Tots and give back to the communities DISH customers know and love," said Jay Roth, DISH chief marketing officer. "By simply downloading the free DISH Anywhere app, our customers can join us in supporting the holiday dreams of thousands of children this season."

DISH Anywhere is a free app that gives customers the ability to watch 100 percent of their live and recorded content, plus thousands of on-demand titles, from any location on internet-connected mobile devices, including smart phones, tablets and computers, and televisions via Amazon Fire TV and Android TV.

"Some folks may not realize that when you sign up for DISH, it's like you're getting two different subscriptions – the most reliable TV experience from the comfort of your living room, as well as the ability to watch your live and recorded programs and stream on-demand content via our DISH Anywhere app," said Roth. "Downloading our free app this holiday season helps to spread joy to thousands of Toys for Tots kids, with the added benefit of access to TV while on-the-go at places like malls and airports."

Toys for Tots has been delivering toys, books and other gifts to disadvantaged children since 1947. The program presently distributes an average of 18 million gifts annually, touching the lives of more than 251 million children across 800 communities nationwide in its 71-year history.

Dollars for Downloads is a [DISH Cares](#) initiative, supporting the program's focus on military support and youth empowerment. DISH employees have a history of participating in holiday toy drives at its Denver headquarters and nationwide satellite offices through DISH Cares, donating thousands of gifts to children and seniors each year.

### **How to participate**

To support Dollars for Downloads, download the DISH Anywhere app from the Apple App Store, Google Play Store or Amazon App Store from now until December 31. \$1 per downloaded app will be donated to Toys for Tots, with a maximum contribution of \$250,000.

The following DISH set-top boxes give customers access to live, recorded and on-demand content on DISH Anywhere: Hopper 3, Hopper with Sling, and first-generation Hopper or compatible ViP receivers connected to a Sling Adapter. All customers can access on-demand content and 22 IP live linear channels via DISH Anywhere.

### **About DISH**

Since 1980, DISH has served as the disruptive force in pay-TV, driving innovation and value on behalf of consumers. By listening to customers and taking bold steps to make TV better, DISH's award-winning entertainment technology and in-home installation services remain unmatched by competitors. DISH continues to push the industry forward with its over-the-top television service, Sling TV. DISH Network L.L.C. is a wholly owned subsidiary of DISH Network Corporation (NASDAQ:DISH), a Fortune 250 company. Visit [www.dish.com](http://www.dish.com).

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### **About Toys for Tots**

Toys for Tots, a 71-year national charitable program run by the U.S. Marine Corps Reserve, provides happiness and hope to disadvantaged children during each Christmas holiday season. The toys, books and other gifts collected and distributed by the Marines offer these children recognition, confidence and a positive memory for a lifetime. It is such experiences that help children become responsible citizens and caring members of their community. Last year the Marine Toys for Tots Program fulfilled the holiday hopes and dreams of 7 million less fortunate children in over 800 communities nationwide. Since 1947 over 251 million children have been assisted. The Marine Toys for Tots Foundation is a not for profit organization authorized by the U.S. Marine Corps and the Department of Defense to provide fundraising and other necessary support for the annual Marine Corps Reserve Toys for Tots Program. For more information, visit [www.toysfortots.org](http://www.toysfortots.org).

SOURCE DISH Network Corporation

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