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FOR IMMEDIATE RELEASE

NETFLIX TO SPONSOR KEYNOTE GALA EVENT FOR THE KIDS

SAN JOSE, Calif., Oct. 8, 2017 – Netflix recently announced a new partnership with Child’s Play, a nonprofit organization that benefits hospitalized children throughout the United States. Netflix will host a keynote gala event called Stream for Their Dreams on Thursday, Oct. 4, 2018. All ticket proceeds will go toward creating personalized Netflix accounts for children who benefit from Child’s Play’s efforts.

The event will feature three keynote presentations focusing on technology, startups and children’s health. In between speakers, gala attendees will be served cocktails and be treated to a five-course meal hosted at The Glass House, 2 S. Market St, San Jose, CA 95113. The anticipated audience will be comprised of well-known executives, employees and investors from the Silicon Valley area, with hopes that these influential individuals will be inspired to give back to children’s health causes.

Netflix and Child’s Play are thrilled to begin their partnership with the help of actor Ashton Kutcher. In 2016, Kutcher’s comedy show, “The Ranch,” debuted on Netflix, and he has been closely related to the company’s image ever since. Additionally, Kutcher has invested time and money into creating his own media company, Katalyst, which ties him into the world of streaming and startups. As a father of two, Kutcher has expressed interest in charity work for children, as well.

Kutcher will be one of three keynote presenters, accompanied by Reed Hastings, CEO of Netflix, and Mike Krahulik and Jerry Holkins, founders of Child’s Play. Keynote topics will range from how to successfully build a startup company from the ground-up to how technology and social media platforms are becoming effective in raising money and awareness for nonprofits.

Holkins said, “We are beyond thrilled to have this event just three days after national Child’s Health Day. It will be truly inspirational to focus on the children being treated due to the publicity and awareness this time of year brings to our partner hospitals. Everything we do, we do for the kids.”

(more)

Child's Play is currently benefitting over 100 hospitals nationwide and has expanded internationally. After its start in 2003, the organization has raised over \$44 million to give back to children and families in monetary and gift values.

“Netflix is honored to sponsor an event that brings two worlds—technology and healthcare—together. It is bound to be an elegant and educational evening,” stated Reed Hastings, CEO of Netflix.

For more information on how to purchase tickets or receive a press passes, please visit www.childsplaycharity.org/events or contact Netflix by email.

Since 2003, we've set up and organized Child's Play, a game industry charity dedicated to improving the lives of children with toys and games in our network of over 220 facilities worldwide, including hospitals and domestic abuse shelters. Over the years, you as a community have answered the call and come together to raise millions of dollars.

Netflix's core strategy is to grow our streaming subscription business domestically and globally. We are continuously improving the customer experience, with a focus on expanding our streaming content, enhancing our user interface and extending our streaming service to even more Internet-connected devices, while staying within the parameters of our consolidated net income and operating segment contribution profit targets.

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