

MINNESOTA VIKINGS

# NEWS RELEASE



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## VIKINGS TO HOST VIRTUAL HAPPY HOUR PRESENTED BY MILLER LITE, PARTICIPATE IN NFL DRAFT-A-THON

*Special Olympics Athlete and Coach Bobby Reidl will Announce a Pick for the Minnesota Vikings on Behalf of Special Olympics Ohio on Day 3 of the NFL Draft*

**Eagan, Minn. (April 26, 2021)** – The Minnesota Vikings will bring the 2021 NFL Draft to the homes of Vikings fans everywhere with the **Vikings Draft Show on KFAN 100.3** and **#VikingsDraft Happy Hour**, both presented by Miller Lite. The Vikings will also participate in the **NFL Draft-A-Thon** to drive awareness and action to close critical gaps at the intersection of pandemic recovery and our hardest hit communities.

Throughout draft weekend, **Vikings Entertainment Network** will also feature unique coverage, including pick reactions and analysis, calls from the Thomson Reuters Draft Room, one-on-one interviews with Vikings draft picks and press conferences. All content will be available live or on-demand on [Vikings.com](https://www.vikings.com), the Vikings App, Vikings Now (connected TV application) and on the team's social media channels.

For the full list of Vikings draft elements, see the following items:

### **#VikingsDraft Happy Hour**

The **#VikingsDraft Happy Hour presented by Miller Lite** will kick off Day 1 of the NFL Draft from 5:30-6:30 p.m. (CT). The exclusive live-streamed social hour will give fans the opportunity to interact and celebrate with their favorite Vikings analysts, players and influencers across [Vikings.com](https://www.vikings.com), Twitter, Facebook, Instagram and YouTube. The Vikings and Miller Lite will also provide select fans with co-branded draft prize packs.

Fans can expect to hear from Vikings talent **Gabe Henderson** and analysts **Paul Allen, Ben Leber, Pete Bercich** and **Ron Johnson**. Throughout the show, current Vikings players **Kirk Cousins, Adam Thielen, Michael Pierce, Dalvin Tomlinson, Garrett Bradbury, Irv Smith Jr.** and **Ezra Cleveland** will join as well as Vikings alumni **Robert Smith, Kevin Williams** and **Chuck Foreman**. Country music artist **Chris Young** will also join as a special guest.

*\*All names are subject to change.*

### **Vikings Draft Show on KFAN FM 100.3**

The Minnesota Vikings, in association with Miller Lite, will continue coverage of the 2021 NFL Draft on Thursday, April 29, at 6:30 p.m. (CT) with the **Vikings Draft Show on KFAN FM 100.3**. Hosted by Vikings play-by-play **Paul Allen, Paul Charchian** and former Vikings linebacker **Ben Leber**, the broadcast will air through the end of the first round and include analysis of the Vikings selections, along with interviews with current Vikings players and staff. The Vikings Draft Show will also be livestreamed on [Vikings.com](https://www.vikings.com).

### **Miller Lite Virtual Meet & Greet with Eric Kendricks**

Miller Lite will also extend the draft party to the homes of 50 fans over the age of 21 years old with a Miller Lite prize pack and virtual meet and greet with Vikings linebacker **Eric Kendricks**. Fans can enter the sweepstake at local retail locations.

### **Vikings Museum and Vikings Locker Room Team Store**

The Vikings Museum in Eagan, Minnesota, will reopen for the first time in 2021 in celebration of the NFL Draft. Fans will have the opportunity to experience the team's draft history and purchase the official 2021 NFL Draft Cap and exclusive Vikings 2021 NFL Draft shirt in the Vikings Locker Room Team Store. The first 200 fans to visit the museum will also receive a free Vikings draft poster.

### **AR First Round Draft Pick Experience Presented By U.S. Bank**

Fans that purchase the jersey of the Vikings first round draft pick through the [Vikings Locker Room Team Store](#) will receive exclusive augmented reality (AR) content from the newest member of the Minnesota Vikings. A hang tag with a Zappar AR code will be included with each jersey which will unlock a video message from Minnesota's first-round pick.

### **Vikings Mobile App: Vikings I.Q.**

Presented by Pepsi, fans have the opportunity to become general managers and make real-time draft predictions through **Vikings I.Q.** It's an interactive free-to-play social and gaming experience on the Vikings App that also gives fans the chance to socialize and win prizes from Pepsi.

The Vikings App is available for download on the App Store and Google Play.

### **NFL Draft Special Pick: Minnesota Vikings**

The NFL Draft provides an exciting opportunity for fans to get involved with their favorite team by announcing selections from the Draft Theater in Cleveland as well as remotely. On Day 3 of the draft, Special Olympics Athlete and Coach, **Bobby Reidl**, from Cleveland, Ohio, will announce a pick for the Vikings on behalf of Special Olympics Ohio to honor the NFL and Special Olympics partnership through the NFL PLAY 60 initiative, which provides athletes with intellectual disabilities and athletes without intellectual disabilities to play on the same team through Unified Flag Football.

### **NFL Draft-A-Thon**

**NFL Draft-A-Thon**, a two-day virtual fundraiser benefitting four charities, brings together all 32 clubs, players and communities to drive awareness and action to close critical gaps at the intersection of pandemic recovery and our hardest hit communities as part of the 2021 NFL Draft. Fans across the nation will be able to donate during the "Draft-A-Thon" timeframe to several deserving charities supporting the digital divide in education, health disparities, food insecurity and mental health at [nfl.com/DraftAThon](https://nfl.com/DraftAThon).

The Draft-A-Thon will be streamed across multiple social platforms and throughout the course of the first two days of the draft. It will feature NFL legends, current players, celebrities, NFL Network talent/hosts, musicians, gamers, influencers and more – all bringing awareness and promoting unity and support at a critical time.

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