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**FOR IMMEDIATE RELEASE**

## **GameChanger and its Parent Company, DICK’S Sporting Goods, Lease 25,600 SF at Zero Irving**

*The Top-rated Youth Sports App and DICK’s Take Full 17th and 18th Floors at Union Square Tower, Now Nearly 90% Leased*

**NEW YORK, December 19, 2022** – Real estate development firm RAL Development Services (RAL) today announced a new office lease with GameChanger and its parent company, DICK’S Sporting Goods, at Zero Irving. [GameChanger](#) is the No. 1 rated youth sports platform for live streaming, scheduling, communications and scorekeeping.

GameChanger and DICK’S leased 25,600 square feet of office space at the building, taking the entire 17th and 18th floors. Midtown South’s premiere office building, Zero Irving, was developed by RAL Development Services (RAL) in partnership with JRE Partners and provides a highly dynamic and amenitized work environment in Union Square, offering cutting-edge design features in one of the city’s best locations. Zero Irving is nearly 90% leased with only two floors still available.

“GameChanger and DICK’S will find in Zero Irving a dynamic, flexible and unique ecosystem home to the city’s most forward-thinking and exciting roster of tenants,” said Josh Wein, Managing Director at RAL. “We are looking forward to what GameChanger and DICK’S will create and accomplish out of a one-of-a-kind, tech-driven creative office environment.”

Founded in 2009 and acquired by DICK’S in 2016, GameChanger elevates youth athletes, coaches, and families through sports. Its platform has covered over 31 million games since its founding. It serves half a million teams, over 7 million fans, and has expanded into live streaming and video content, with over 10M hours of content available on the app. This year, GameChanger was named to *Fast Company’s* Most Innovative Companies list for 2022 for advancements in live game streaming of youth sports.

“Investing in this new space is a reflection of GameChanger’s growth and position as an organization that’s both revolutionizing youth sport with innovative technology and making meaningful connections in communities,” said Sameer Ahuja, president of GameChanger. “Not only will this space allow us to continue to expand our engineering team, but it will also give us the opportunity to deepen synergies with the DICK’S team.”

RAL’s 21-story Zero Irving building encompasses 176,000 square feet of modern, trophy-quality office space across the upper 14 floors. The amenity package is unmatched, including a large, landscaped roof deck, a 14,000 square foot, 2-floor event and conferencing space available to tenants, a full-service fitness center with lockers, showers and bike storage, and a ground floor indoor/outdoor food hall by Urbanspace with 13 curated food vendors. Along with spectacular views of Midtown and Downtown Manhattan, the building’s alternating floors boast corner double-height dedicated spaces with 23-foot ceilings, offering

users distinctive high-impact space. Zero Irving's distinguished offering also includes a technology training center and incubator, as well as flexible office space solutions.

"Zero Irving's unique, groundbreaking design along with its exceptional location make it one of the city's most exciting developments and an instant New York City landmark," said Benjamin Bass, Managing Director of JLL. "GameChanger and DICK'S will benefit from RAL's remarkable Midtown South offering, including ideal floor plates, high-end technology, and outstanding amenities and sustainability features." JLL's Mitch Konsker, Ben Bass, Dan Turkewitz, Kristen Morgan, and Carlee Palmer lead the leasing team for Zero Irving. Simon S. Landmann of JLL represented GameChanger and DICK'S in the lease transaction.

In addition to Union Square's well-known transit hub providing ready access to all areas of the city and major commuter transit stations, the neighborhood stands out with popular restaurants and diverse shopping options, all of which help tenants attract and retain their workforce in an increasingly competitive labor market.

Zero Irving is the realization of RAL's successful response to an RFP issued by NYCEDC. The development team includes financial partner JRE Partners and architecture firm Davis Brody Bond.

#### **About RAL Development Services**

RAL Development Services LLC (RAL), <http://ralcompanies.com/>, is a real estate development firm with a three-generation, 40+ year track record of success in building complex, high-profile projects nationally and internationally. RAL's multidisciplinary in-house expertise includes predevelopment and approvals, urban planning, architecture and design, finance, construction management, landscape architecture, marketing and leasing, and property management. RAL operates both as a principal owner/developer and as an owner's representative, bringing its expertise to residential, commercial, mixed-use, planned communities, Resorts and hospitality, and other property types. RAL prides itself on its dedication to the communities it works with, creating strong and lasting relationships with local constituencies wherever they build, as well as employing union labor and collaborating with MWBE contractors when possible. RAL uses and believes in cutting-edge processes and technologies, but never substitutes them for the experience, ingenuity, creativity, passion, leadership, and professional judgment provided by its people.

#### **About JRE Partners™**

JRE Partners is a privately owned and operated real estate investment management business with expertise in real estate acquisition, development/redevelopment, financing, operations, marketing, and capital markets. Formed in 2022, JRE Partners is the successor operating business to Junius Real Estate Partners, a direct real estate investment division established within J.P. Morgan in 2011. JRE Partners originates and manages direct investments in U.S. commercial and residential real estate through managed investment funds on behalf of a global investor base.

#### **About DICK'S Sporting Goods**

DICK'S Sporting Goods (NYSE: DKS) creates confidence and excitement by personally equipping all athletes to achieve their dreams. Founded in 1948 and headquartered in Pittsburgh, the leading omnichannel retailer serves athletes and outdoor enthusiasts in more than 850 DICK'S Sporting Goods, Golf Galaxy, Field & Stream, Public Lands, Going Going Gone! and Warehouse Sale stores, online, and through the DICK'S mobile app. DICK'S also owns and operates DICK'S House of Sport and Golf Galaxy Performance Center, as well as GameChanger, a youth sports mobile platform for live streaming, scheduling, communications and scorekeeping.

Driven by its belief that sports make people better, DICK'S has been a longtime champion for youth sports and, together with its Foundation, has donated millions of dollars to support under-resourced teams and athletes through the Sports Matter program and other community-based initiatives. Additional information about DICK'S business, corporate giving, sustainability efforts and employment opportunities can be found on [dicks.com](https://www.dicks.com), [investors.dicks.com](https://investors.dicks.com), [sportsmatter.org](https://sportsmatter.org), [dickssportinggoods.jobs](https://dickssportinggoods.jobs) and on [Facebook](#), [Twitter](#) and [Instagram](#).