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PHOTO ADVISORY: Synchrony spins web in Brooklyn

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Margaret Keane, President and CEO of Synchrony, a premier consumer financial services company, joined youth from national non-profit buildOn and *'Spider-Man™: Into the Spider-Verse'* stars Shameik Moore and Jake Johnson in a subway car on December 11th – part of Synchrony Bank and Sony Pictures Entertainment's immersive installation inspired by the new animated film. Synchrony announced a \$250,000 donation to buildOn, which helps students become leaders through service and supports the film's mission to empower young people to become heroes.

The free event opens to the public **Wednesday, December 12th from 12-8 p.m. ET at 26 Bridge Street, Brooklyn, NY**. Visitors can transform into members of the Spider-Verse through a mobile browser-based experience, taking on the web-spinning abilities of Spider-Man. Guests can fire virtual webs to find 'money bags' stashed by villains and earn chances to win cash.

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