

Zynga Logo

## Words With Friends Activates Breast Cancer Awareness Month With Social Campaign #WordsWithHope

October 1, 2019

*Hit Mobile Game Begins Month-Long Initiative Spotlighting the Power of Words and Community in the Battle Against Breast Cancer*

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 1, 2019-- Today, [Zynga Inc.](http://www.zynga.com) (Nasdaq: ZNGA), a global leader in interactive entertainment announced that its iconic game, *Words With Friends*, is kicking off a month-long initiative supporting Breast Cancer Awareness Month, #WordsWithHope. Each day in October on the company's social channels, a word of hope and corresponding statement will be shared from inspiring people whose lives have been touched by breast cancer, shining a light on the importance of screening and early detection, and honoring the warriors that have faced this diagnosis.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20191001005310/en/>



Joining Zynga and *Words With Friends* in this month-long campaign are well-known individuals across entertainment, business, sports and medicine:

Olivia Newton John for #WordsWithHope from Zynga's Words With Friends (Photo: Business Wire)

Talia Balsam	Pat Benatar	Sharon Byers	Katie Couric
Regina Dugan	EMM	Roxane Gay	Melissa Gilbert
Neil Giraldo	Judy Greer	Sally Hawkins	Alice Hoffman
Olivia Newton-John	Betsey Johnson	Billie Jean King	Purnima Kochikar
Sharon Lawrence	Julianna Margulies	Deepthi Menon	Carol Mills
Alanis Morissette	Phuong Phillips	Amy Poehler	Melissa Rivers

Janice Roberts      Kendra Scott      Ellen Siminoff      Jaclyn Smith

Taryn Southern      Mindy Sterling      Alison Sweeney      Chandra Wilson

Rita Wilson      Trisha Yearwood

"Statistics show that one in eight women in the U.S. will receive a breast cancer diagnosis in their lifetime," said Deepthi Menon, Senior Vice President of *Words With Friends* at Zynga. "And we've seen the power that community can have in bolstering strength, courage, and humor during times of illness. Over the years, our players have shared their stories of friendship and support that they've found in *Words With Friends*, and we're proud to be joined by these incredible, esteemed women to spotlight this cause that touches so many."

"Awareness and early detection are powerful tools for improving breast cancer outcomes -- but words are powerful too," said Dr. Richard Wender, Chief Cancer Control Officer of the American Cancer Society. "During October's Breast Cancer Awareness Month as well as year-round, keep words of support, compassion, caring and hope at the forefront, as we continue to battle this disease that affects so many of the people we love."

For more information about Breast Cancer Awareness Month and other ways to get involved, visit [www.cancer.org/wordswithhope](http://www.cancer.org/wordswithhope).

The #WordsWithHope campaign begins today with iconic singer and actress Olivia Newton-John, and her word, "thriver." To join in on the campaign, follow Zynga on [Twitter](#), [Facebook](#) and [Instagram](#), and follow *Words With Friends* on [Instagram](#).

#### Editor's Notes:

- To download Breast Cancer Awareness Month assets for Zynga's **Words with Friends**, please [click here](#)

#### About Zynga

Zynga is a global leader in interactive entertainment with a mission to connect the world through games. To date, more than one billion people have played Zynga's franchises including *CSR Racing*™, *Empires & Puzzles*™, *Merge Dragons!*™, *Words With Friends*™ and *Zynga Poker*™. Zynga's games are available in more than 150 countries and are playable across social platforms and mobile devices worldwide. Founded in 2007, the company is headquartered in San Francisco with locations in the U.S., Canada, U.K., Ireland, India, Turkey and Finland. For more information, visit [www.zynga.com](http://www.zynga.com) or follow Zynga on [Twitter](#) and [Facebook](#).

#### Forward Looking Statements

This press release contains forward-looking statements, relating to, among other things, a month-long initiative supporting Breast Cancer Awareness Month in *Words With Friends*' and Zynga's other social channels. Forward-looking statements often include words such as "outlook," "projected," "planned," "intends," "will," "anticipate," "believe," "target," "expect," and statements in the future tense are generally forward-looking. The achievement or success of the matters covered by such forward-looking statements involves significant risks, uncertainties, and assumptions. Undue reliance should not be placed on such forward-looking statements, which are based on information available to us on the date hereof. We assume no obligation to update such statements. More information about these risks, uncertainties, and assumptions are or will be described in greater detail in our public filings with the Securities and Exchange Commission (the "SEC"), copies of which may be obtained by visiting our Investor Relations website at <http://investor.zynga.com> or the SEC's web site at [www.sec.gov](http://www.sec.gov).

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