

Zynga Logo

Zynga and Alec Baldwin Preview Creative Collaboration Celebrating the 10-Year Anniversary of Words With Friends

October 31, 2019

Alec Baldwin Riffs on Words With Friends, the Future and Fatherhood in Social Video Interview

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 31, 2019-- Today, [Zynga Inc.](#) (Nasdaq: ZNGA), a global leader in interactive entertainment, announced details of its creative collaboration with Emmy Award-winning actor, producer and director Alec Baldwin. A long-time player of Zynga's iconic mobile game *Words With Friends*, Baldwin joins the title's ongoing 10th anniversary celebration with a promotional content campaign, lending his signature wit and wry sensibility to humorous video vignettes that will be released over the next several months. In a sneak peek video interview just released, Baldwin discusses his personal connection to the game.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20191031005240/en/>



Alec Baldwin for Zynga's Words With Friends (Photo: Business Wire)

several months.

To stay up to date on this campaign, follow *Words With Friends* on [Facebook](#), [Twitter](#) and [Instagram](#), #WordsWithAlec.

Editor's Note:

- To view the **Words With Friends** & Alec Baldwin supporting assets please click <https://app.box.com/s/qht9asji6q5t841cwt667z8qhitb88kf>
- To view the **Words With Friends** Alec Baldwin video interview on YouTube please click <https://youtu.be/oA-D2yvJv3U>

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

"It's incredible to think back to my early days playing *Words With Friends*," said Baldwin. "From playing on sets between takes, with colleagues, filmmakers and crew, to now, with my daily matches with my father-in-law in Spain, the game has been a constant in my life over the past decade."

"Alec Baldwin not only partnered with us on this campaign, but was a true co-collaborator, from the early creative planning to the shoot," said Bernard Kim, President of Publishing at Zynga. "He didn't just bring his chops as an actor to set, he worked with our team to develop the concepts, hone the dialogue and be a true creative force for this content series."

As a part of the game's 10th anniversary celebration, players voted for "journey" as their 'word of the year', a testament to the friendships and community in *Words With Friends*. In the video interview, Baldwin discusses his own unique 'word of the year' choice, tied to his growing family and personal journey with fatherhood. In the candid conversation, Baldwin speaks about his most tenacious *Words With Friends* competitor (his father-in-law), tips for scoring in the game (don't hold out for a specific letter) and who he would most like to play in the game in the future – his children.

Following today's video interview with Alec Baldwin, new content featuring the legendary actor in various roles – from a daytime soap doctor to a safari-outfitted adventurer – will be released over the next

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 or follow Zynga on [Twitter](#) and [Facebook](#).

Forward Looking Statements

This press release contains forward-looking statements, relating to, among other things, Alec Baldwin's appearance in *Words With Friends* social content and marketing programs. 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.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20191031005240/en/>

Source: Zynga

Media Contacts:

Sarah Ross
sarah@zynga.com / 310-924-1404

Dana Whitney
dwhitney@zynga.com / 415-359-7006

Or

Kjell Vistad | Gilberto Williams-Gamboa
ONE PR Studio (for Zynga in the US) / zynga@oneprstudio.com / (510) 893-3271