

Zynga Logo

## Words With Friends Rings in the New Decade with Social Campaign #WordsWithVision

January 16, 2020

*Hit Mobile Game Reveals Its Word of the Year, Engages Inspiring Public Figures to Share Their Own Guiding Word for 2020*

SAN FRANCISCO--(BUSINESS WIRE)--Jan. 16, 2020-- Today, [Zynga Inc.](#) (Nasdaq: ZNGA), a global leader in interactive entertainment, announced that its iconic game *Words With Friends* is ushering in a new year and a new decade with an inspiring social campaign, #WordsWithVision. For 20 days, well-known individuals, activists and innovators across entertainment, business, arts, journalism and the non-profit sector will share their guiding word of the year, alongside their reason for making that sentiment their touchstone for 2020.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200116005207/en/>

"As we enter not just a new year, but a new decade, it's a time to recommit to ourselves and each other," said Deepthi Menon, Senior Vice President at Zynga. "We are excited to kick off 2020 with our players, celebrating the power of words in driving focus, unity and connection in the year ahead."

The campaign begins with record-breaking music artist and longtime *Words With Friends* player Garth Brooks, sharing his word of the year – CONNECTION – in a special video address. The campaign will culminate with the 'word with vision' selected by the *Words With Friends* player community as their word of the year: "UNITY". Joining Zynga and *Words With Friends* fans to share their guiding word for 2020 will be:

Garth Brooks, Musician <a href="#">GarthBrooks.com</a> "CONNECTION"	Ken Burns, Documentarian <a href="#">KenBurns.com</a> "UNUM"	Roxane Gay, Author & Activist <a href="#">RoxaneGay.com</a> "ENGAGE"	Harold Goldberg, Founder <a href="#">NY Videogame Critics Circle</a> "JUSTICE"
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Hugh Grant, Ambassador <a href="#">Zynga Poker</a> "RESILIENT"	Wally Lamb, Author <a href="#">WallyLamb.net</a> "SPEAK"	Dion Lim, Author & Journalist <a href="#">Make Your Moment</a> "AUTHENTICITY"	Michael Murphy, Artist <a href="#">Super Sonic Modern</a> "PLACE"
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Rob Paulsen, Voice Actor <a href="#">RobPaulsenlive.com</a> "GLORIOUS"	Sam Sawyer, Cartoonist <a href="#">The Salem Series</a> "ILLUMINATE"	Cathleen Schine, Author <a href="#">CathleenSchine.me</a> "OTHER"	Anja Scholze, Engineer <a href="#">The Tech Interactive</a> "ITERATE"
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Cameron Sinclair, Chief Alchemist <a href="#">Armory of Harmony</a> "CADENCE"	Zach Wigal, Founder <a href="#">Gamers Outreach</a> "PLAY"	Doctors Without Borders <a href="#">Doctors Without Borders</a> "HUMANITY"	Food Runners <a href="#">Food Runners</a> "SHARING"
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Girls Make Games <a href="#">Girls Make Games</a> "EMPOWER"	Words With Friends Players <a href="#">@WordsWFriends</a> "UNITY"
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The #WordsWithVision campaign begins today and will continue through February 4, 2020. To participate in the campaign, follow Zynga on [Twitter](#), [Facebook](#) and [Instagram](#), and follow *Words With Friends* on [Twitter](#), [Facebook](#) and [Instagram](#).

### 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 #WordsWithVision initiative 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 is 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 website at [www.sec.gov](http://www.sec.gov).

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Source: Zynga

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