

Zynga Logo

Dolly Parton Brings A Word Of Her Own To Popular Mobile Game Words With Friends

October 23, 2020

Beloved Entertainer and International Icon Featured Within Hit Game Promoting Her New Book SONGTELLER: My Life In Lyrics

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 23, 2020-- Today, [Zynga Inc.](#) (Nasdaq: ZNGA) a global leader in interactive entertainment, announced that global superstar Dolly Parton, will contribute her own newly-coined word as 'Word Of The Day' for the hit mobile game, *Words With Friends: Songteller*. This specially crafted word, describing Parton's record-breaking career in music and life as a lyricist, also happens to be the title of her new lyric book.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20201023005008/en/>



"Dolly Parton is more than a musician. She is a source of inspiration, joy and comfort for people around the world, of all ages, and from every walk of life," said Bernard Kim, President of Publishing for Zynga. "While there is no one phrase that can define this one-of-a-kind icon, we're honored to add Dolly's own word, Songteller, to our dictionary to celebrate her illustrious, distinctive life."

Players who enter the game on October 23rd can access a special video message from Dolly Parton explaining the meaning of 'Songteller', her specially coined description of her life and career in music.

In the game, fans will also be directed to Dolly Parton's new [talkshoplive@](#) channel where Dolly will host a livestream at 6PM ET on October 23rd, to share anecdotes from her life and memoir. Fans will have the opportunity to secure their copy of the book, which will officially launch on November 17, 2020.

Dolly Parton Brings A Word Of Her Own To Popular Mobile Game Words With Friends (Photo: Business Wire)

Dolly Parton is the most honored and revered female country singer-songwriter of all time. Achieving 25 RIAA-certified gold, platinum, and multi-platinum awards, she has had 26 songs reach #1 on the Billboard country charts, a record for a female artist. She has garnered ten Grammy Awards and 49 nominations, including the Lifetime Achievement Award and a 2020 win with for KING & COUNTRY for their collaboration on "God Only Knows"; 10 Country Music Association Awards, including Entertainer of the Year; five Academy of Country Music Awards, also including a nod for Entertainer of the Year; four People's Choice Awards; and three American Music Awards. In 1999, Parton was inducted as a member of the coveted Country Music Hall of Fame. Parton has donated over 143 million books to children around the world with her Imagination Library. Her children's book, Coat of Many Colors, was dedicated to the Library of Congress to honor the Imagination Library's 100 millionth book donation. From her "Coat of Many Colors" while working "9 to 5," no dream is too big and no mountain too high for the country girl who turned the world into her stage.

Launching in 2009, *Words With Friends* has grown from popular mobile game to global pop culture sensation. Since these early days, the game has expanded to new platforms like Facebook Messenger, launched a hit sequel with *Words With Friends 2*, and brought innovative new ways to play to people around the world. The game's success through this decade-long journey has been powered by player connections made through quick and clever wordplay that has become a touchstone in fans' lives.

To keep up to date with the latest news, follow *Words With Friends* on [Twitter](#), [Facebook](#), and [Instagram](#).

For supporting still and video assets, visit: <http://bit.ly/WordsWithDolly>

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!™*, *Merge Magic!™*, *Toon Blast™*, *Toy Blast™*, *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 or follow [Zynga on Twitter](#), [Instagram](#), [Facebook](#) or the [Zynga blog](#).

About Dolly Parton

Dolly Parton is the most honored and revered female country singer-songwriter of all time. Achieving 25 RIAA-certified gold, platinum, and multi-platinum awards, she has had 26 songs reach #1 on the Billboard country charts, a record for a female artist. Recently, Parton reached #1 on the Billboard Christian Airplay Chart for the first time for her duet with Grammy award-winning Zach Williams of "There Was Jesus." Parton is the first artist to have topped the Billboard's Adult Contemporary, Christian AC Songs, Hot Country Songs, Christian Airplay, Country Airplay and Dance/Mix Show Airplay radio charts. Parton recently became the first country artist honored as Grammy MusiCares Person of the Year given out by NARAS. She has

44 career Top 10 country albums, a record for any artist, and 110 career-charted singles over the past 40 years. In 2014 the RIAA recognized her impact on recorded music with a plaque commemorating more than 100 million units sold worldwide. Her 2016 #1 album, "Pure & Simple," which topped the Billboard Top Country Albums and Americana/Folk Albums charts and debuted at No. 1 in the U.S., Canada, U.K. and Australia, added to that massive tally. She has garnered ten Grammy Awards and 49 nominations, including the Lifetime Achievement Award and a 2020 win with for KING & COUNTRY for their collaboration on "God Only Knows"; 10 Country Music Association Awards, including Entertainer of the Year; five Academy of Country Music Awards, also including a nod for Entertainer of the Year; four People's Choice Awards; and three American Music Awards. In 1999, Parton was inducted as a member of the coveted Country Music Hall of Fame. Parton has donated over 143 million books to children around the world with her Imagination Library. Her children's book, Coat of Many Colors, was dedicated to the Library of Congress to honor the Imagination Library's 100 millionth book donation. From her "Coat of Many Colors" while working "9 to 5," no dream is too big and no mountain too high for the country girl who turned the world into her stage.

FORWARD-LOOKING STATEMENTS

This press release contains forward-looking statements, including those statements relating to, among other things, a promotional arrangement between Zynga and Dolly Parton, and a feature in Words With Friends. 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.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20201023005008/en/): <https://www.businesswire.com/news/home/20201023005008/en/>

Media Contact
Dana Whitney / dwhitney@zynga.com

Source: Zynga