

# GOODGAME EMBARKS ON ITS BIG 'PLANT A TREE' CHARITY EVENT

Hamburg, January 6, 2020 - Goodgame Studios' beloved farm simulation game BIG FARM: Mobile Harvest will help players plant 10,000 trees in the Amazon rainforest to help tackle deforestation after the recent wildfires. This initiative is part of Goodgame's ongoing commitment to the environment and the fifth and largest charity event to be funded through player engagement within BIG FARM: Mobile Harvest. Previous events have helped support the cleaning of the Ocean through collaboration with non-profit organisation Healthy Seas, and a 'Save the Bees' event in partnership with the Deutsche Wildtier Stiftung.

"We continue with our commitment to support sustainability and help the environment," says Simon Andrews, who heads the studio responsible for the game. "These events really resonate with our player community and this quarter we are pulling out all the stops with BIG FARM: Mobile Harvest!"

Working again with non-profit organisation One Tree Planted, players will be challenged to meet in-game goals that translate into real trees being planted in the Amazon rainforest, which recently suffered

catastrophic deforestation due to wildfires. To support this event Goodgame Studios will be encouraging players to participate through a significant marketing campaign, engaging influencers on social media as well as running TV advertising campaigns throughout the DACH region.

"We really want to create awareness of this event and the cause it supports," says Patrick Abrar, Goodgame's Chief Sales Officer. "In Q1, 2020 we will execute a large-scale TV advertising campaign across 34 channels on German, Austrian and Swiss television, encouraging both existing and new players to take part in this wonderful initiative."

The charity event starts on January 6, 2020 and will run until February 24, 2020. It will be supported with social media activities as well as a TV advertising campaign running in the DACH region. For more information make sure to follow <https://www.facebook.com/BigfarmMobile/>.



## ABOUT GOODGAME STUDIOS

Goodgame Studios is a leading developer and provider of gaming software, specialising in the free-to-play segment. Its focus is on mobile and browser games. The company provides its games in 26 languages and has over 390 million registered users worldwide. Empire: Four Kingdoms – the world's all-time highest grossing app produced by a German company – is part of Goodgame Studios' portfolio. The games developer was founded in Hamburg in 2009. Apart from the head office in Germany, the company has a subsidiary in Tokyo. Goodgame Studios exclusively distributes games it has produced itself, directly and through a global network of partners. For further information, please visit [www.goodgamestudios.com](http://www.goodgamestudios.com).

## ABOUT ONE TREE PLANTED

One Tree Planted is a 501(c)(3) non-profit founded in Shelburne Vermont that is focused on global reforestation. The non-profit organisation collaborates with reforestation organizations around the world that need financial support to get more trees in the ground. Started in 2014 with a mission to make it simple for people to help the environment: One dollar plants one tree. For more information on One Tree Planted or to donate toward their efforts to plant trees around the world, you can visit their site at [www.onetreeplanted.org](http://www.onetreeplanted.org).

## YOUR CONTACT

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