Create virtual meals to fight hunger with Bingo Blitz and Feeding America!

With the COVID-19 pandemic impacting communities up and down the country, the need to support people facing hunger is greater than ever.

Now, players of Playtika's Bingo Blitz, the world's #1 free-to-play social bingo game, will be able to turn virtual meals into real meals provided by Feeding America®, the nation's largest domestic hunger-relief organization.

How it will work

Currently, Bingo Blitz players create virtual dishes in the game. Now millions of Bingo Blitz players will be putting food on people's tables in real life.

For every single virtual meal prepared in-game from Wednesday 22 – Saturday 25 April 2020, Bingo Blitz will donate 10 meals* to Feeding America to help the most vulnerable people across our communities.

These nutritious meals will make a vital difference for people most affected by the COVID-19 pandemic, including senior citizens and children no longer able to receive a school lunch.

With over one million people playing Bingo Blitz on social networks and mobile platforms every day, up to one million meals will be donated for people facing hunger across America.

Why it matters

Feeding America's nationwide network of food banks, pantries and meal programs serve virtually every community in the United States — more than 40 million people, including 12 million children and 7 million seniors.

This network is already providing essential hunger-relief for people impacted by the current COVID-19 pandemic.

However, it Given the scale of the current crisis, it is a difficult challenge for Feeding America to meet the growing need across communities without wider financial support. Bingo Blitz players will now have the opportunity to help Feeding America fight hunger.

Why gaming?

Millions of Americans play casual games every day on social media or on smartphones, making up a huge online community. Bingo Blitz is passionate about mobilising casual gamers to make a real difference in communities across the country.

Bingo Blitz is part of Playtika, which is already a partner of the World Health Organization's #PlayApartTogether campaign. #PlayApartTogether promotes the importance of social distancing to limit the spread of the COVID-19 virus whilst at the same time, encouraging people to reach out to and support others through gaming. The campaign is rallying the gaming community worldwide to combat loneliness and social isolation.

This partnership between Bingo Blitz and Feeding America is a powerful addition to this work, ensuring that millions of gamers are not just emotionally supporting their fellow Americans through this difficult time, but also helping to provide a basic and valued necessity – a meal.

Dudu Dahan, General Manager at Bingo Blitz said, *"It is a privilege to be partnering with Feeding America and to be supporting their crucial work. For the first time ever, it is now possible for players to genuinely help people just by playing a game with their friends. We want to show that gaming is not just a way to relax, have fun and be connected with others, it can also be a powerful tool for building a better society*".

"During these challenging times it is important that everyone joins the fight against hunger. We appreciate Bingo Blitz and its players for supporting Feeding America as we work to serve communities across the US," said Lauren Biedron, vice president of corporate partnerships at Feeding America.

https://stage.mediaroom.com/playtika/2020-04-01-Create-virtual-meals-to-fight-hunger-with-Bingo-Blitz-and-Feeding-America