

Solitaire Grand Harvest announces WWF as 2021 main charity of choice

One of the largest* online free to play solitaire games, Solitaire Grand Harvest, part of mobile game company Supertreat, has today selected conservation charity, WWF, as its main charity of the year, which will see over \$100,000USD donated throughout the year.

The collaboration between the two brands will be highlighted throughout 2021 with many in-game activations, over \$100,000 USD worth of donations, branded merchandise, and educational messages to players. The first activation will happen in February, where a donation is made when a player completes a circuit of a board on an in-game feature. This dynamic will happen twice during the year, with up to \$50,000USD being donated during each event. The popular game will also host educational messaging about endangered animals which will be displayed to its two million daily players.

Fans will be able to purchase the specially designed merchandise through the [WWF shop](#), with all proceeds going to the charity.

Solitaire Grand Harvest said: “We see some amazing similarities between the values of Solitaire Grand Harvest and WWF of wanting to inspire love of animals and the environment around us. As such I am pleased to announce our collaboration with WWF and am certain this will be the start of a long and fruitful relationship. WWF works extremely hard to ensure the protection of our planet’s natural environment, and we are proud to be able to support their important mission.

David Bloch, Corporate Partnerships Director, WWF International, said: “The campaign with Solitaire Grand Harvest is a great example of how gamers and the industry can make a positive difference for nature. It opens avenues for education, awareness, and fundraising which otherwise gamers may not always be exposed to. Our aim is that through this partnership, players will be able to better understand the importance of protecting wildlife and our home.”

The popular online game combines classic solitaire with the fun of running a farm and gives players the ability to grow and harvest crops. The agreement gives players the chance to have an impact in the real world by raising money to help WWF protect wildlife, all while playing their favorite game. Solitaire Grand Harvest is owned by Supertreat who were acquired by Playtika in 2019.

<https://stage.mediaroom.com/playtika/2021-02-09-Solitaire-Grand-Harvest-announces-WWF-as-2021-main-charity-of-choice>