

House of Fun Deeds Serves Up a Charitable Way to Play Give Back With Meals on Wheels America

Now through April 1, House of Fun's in-game chef feature dishes up a side of giving as players can participate to work towards milestone markers in support of the game's donation to Meals on Wheels America

HERZLIYA, Israel, March 19, 2025 /PRNewswire/ -- House of Fun (HoF), a free-to-play slots game from Playtika, is launching Chef Academy, a limited-time feature that lets players support a meaningful cause while enjoying their favorite game. From now until April 1, 2025, players can help support non-profit organization Meals on Wheels America in its efforts to ensure homebound seniors receive the nutritious meals and moments of human connection they need, proving that there is no bigger win than doing some good.

During this in-game event, players will team up with a virtual chef to complete challenges and unlock special rewards, all while HoF Deeds helps Meals on Wheels America. As players progress in Chef Academy, they will collect Deeds, ultimately supporting a donation to Meals on Wheels America and the nationwide network of local providers it supports.

"We are always looking for ways to reinforce our support and commitment to the communities in which our players live," says Mor Biran Yaron, General Manager of House of Fun. "By partnering with Meals on Wheels America, not only are we creating a fun and engaging way to give back but also supporting the seniors who are so vital in enriching the lives of our players and those around them."

"Through this collaboration, Playtika and House of Fun are reinforcing their commitment to meaningful community impact by supporting Meals on Wheels America's vital mission. By contributing to its efforts, we aim to help sustain and expand the reach of Meals on Wheels services to those in need," said Mor Biran Yaron, General Manager of House of Fun.

"We're incredibly grateful to be included in this in-game activation with House of Fun", said Len Walder, Senior Director, Corporate Partnership at Meals on Wheels America. "Thanks to funds and awareness raised through this collaboration, Meals on Wheels America is better equipped to support local senior nutrition programs across the country as they provide homebound seniors with nutritious meals and moments of meaningful connection."

Join in on the fun in giving back by downloading House of Fun for free on the App Store or Google Play, or at <https://www.houseoffun.com>.

About House of Fun

House of Fun®, a global title from Playtika (NASDAQ:PLTK), is one of the most popular free slots themed games in the world. The game offers a unique combination of Vegas-inspired free slots alongside new and fun entertainment, including free daily prizes and album collections. As part of HOF's vision, we launched an environmental initiative by the name of "HOF Deeds™", an ongoing series of campaigns enabling players to contribute to communities while spinning their favourite slots for free.

About Playtika

Playtika Holding Corp. (NASDAQ: PLTK) is a mobile gaming entertainment and technology market leader, known for its innovative approach to free-to-play games. Founded in 2010, Playtika was among the first to bring social gaming to mobile platforms, offering engaging experiences to millions of players worldwide. Headquartered in Herzliya, Israel, and guided by a mission to entertain the world through infinite ways to play, Playtika operates a diverse portfolio of games and has employees across offices worldwide.

About Meals on Wheels America

Meals on Wheels America is the leadership organization supporting the more than 5,000 community-based programs across the country that are dedicated to addressing senior hunger and isolation. Powered by a trusted volunteer workforce, this network delivers a comprehensive solution that begins with a meal and is proven to enable independence and well-being through the additional benefits of tailored nutrition, social connection, safety and much more. By providing funding, programming, education, research and advocacy, Meals on Wheels America empowers its local member programs to strengthen their communities, one senior at a time. For more information, or to find a Meals on Wheels provider near you, visit www.mealsonwheelsamerica.org.

SOURCE Playtika Holding Corp.

For further information: press@playtika.com

<https://stage.mediaroom.com/playtika/2025-03-19-House-of-Fun-Deeds-Serves-Up-a-Charitable-Way-to-Play-Give-Back-With-Meals-on-Wheels-America>