



Activision Blizzard and the Call of Duty™ Endowment Named a 2018 Halo Award Winner

May 24, 2018

Honoring Veterans Then and Now Takes GOLD in the Social Services Category

SANTA MONICA, Calif.--(BUSINESS WIRE)--May 24, 2018-- [Activision Blizzard](#) and the [Call of Duty™ Endowment](#) are thrilled to be named the 2018 Gold Halo Award winner in the Social Services Category. This is the third time the Call of Duty Endowment has been recognized by the Halo Awards for their efforts in the veteran space.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180524005207/en/>

In 2017, Activision Blizzard released the latest game in the Call of Duty Franchise – *Call of Duty®: WWII*. The game developers made an enormous effort to respect the sacrifice and experiences of actual service members in the very foundation of the game, which made it a perfect opportunity to shine a light on the work that the Call of Duty Endowment does to honor today's veterans' service in one of the most meaningful ways possible: through helping veterans find high-quality employment.

"We're so grateful for this recognition," said Dan Goldenberg, Executive Director of the Call of Duty Endowment. "Having started 2017 with the goal to deeply integrated our cause with *Call of Duty: World War II's* great content, this is incredible validation of a campaign that has helped thousands of veterans find meaningful employment and educated millions of gamers about the Greatest Generation's sacrifices and accomplishments."

By holding live gaming events, deploying in-game charity items, engaging celebrities, leveraging partners and vendors, highlighting actual World War II veterans, and expanding its operation to the U.K., the Call of Duty Endowment's *Honoring Veterans Then and Now* campaign introduced its mission and World War II history to entirely new audiences and donors, and the campaign raised more than a million dollars to helping veterans find meaningful employment.

"The Halo Awards were created to acknowledge best in class corporate social impact programs. This year's winners are a fantastic representation of the effective and innovative ways companies and causes can work together to create meaningful business and social returns," said Engage for Good President David Hessekiel.

The Halo Awards are North America's highest honor for corporate social initiatives and cause marketing and presented by Engage for Good (formerly Cause Marketing Forum). 2018 marks the 16th year that [Engage for Good](#) will honor businesses and nonprofits with Halos for doing well by doing good.

Awards will be presented to programs judged the best cause marketing campaigns of 2017 at the 16th Annual [Engage for Good conference](#) in Chicago on May 24, 2018.

A list of the Cause Marketing Halo Award finalists can be seen at <http://www.engageforgood.com/halo-awards>.

About Activision Blizzard

Activision Blizzard, Inc., a member of the *Fortune* 500 and S&P 500, is the world's most successful standalone interactive entertainment company. We delight hundreds of millions of monthly active users around the world through franchises including Activision's *Call of Duty®*, *Destiny*, and *Skylanders®*, Blizzard Entertainment's *World of Warcraft®*, *Overwatch®*, *Hearthstone®*, *Diablo®*, *StarCraft®*, and *Heroes of the Storm®*, and King's *Candy Crush™*, *Bubble Witch™*, and *Farm Heroes™*. The company is one of the *Fortune* "100 Best Companies To Work For®." Headquartered in Santa Monica, California, Activision Blizzard has operations throughout the world, and its games are played in 196 countries. More information about Activision Blizzard and its products can be found on the company's website, www.activisionblizzard.com.

About the Call of Duty Endowment

The Call of Duty Endowment is a non-profit organization founded by Bobby Kotick, CEO of Activision Blizzard. The Endowment seeks to help veterans find high-quality careers by supporting groups that prepare them for the job market and by raising awareness of the value vets bring to the workplace. For more information about the Call of Duty Endowment, please visit www.callofdutyendowment.org.

ACTIVISION and CALL OF DUTY are trademarks of Activision Publishing, Inc. All other trademarks and trade names are the properties of their respective owners.

About Engage for Good

Engage for Good, producer of the Engage for Good conference and Halo Awards, helps business and nonprofit executives succeed together by providing practical information and inspiration, opportunities to build valuable relationships and recognition for outstanding work engaging employees and consumers around social good and cause-related marketing efforts.

A wealth of information on cause marketing, corporate social impact programs and Engage for Good's offerings can be found at <http://www.engageforgood.com>.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20180524005207/en/>

Source: Activision Blizzard, Inc.

Rubenstein Communications
Joy Phillips
jphillips@rubenstein.com