



Call of Duty Fans Celebrated in #CODNATION

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Community Inspires New Program Shining Spotlight on Players, Celebrities and Streamers Around the Globe

*New Content Debuts for Highly-Anticipated Release of **Call of Duty: Black Ops 4** on October 12*

Call of Duty Endowment's Annual Charity Launch Stream is Now #CODNATION Challenge

SANTA MONICA, Calif.--(BUSINESS WIRE)--Oct. 2, 2018-- #CODNATION is calling. As the release of Activision's **Call of Duty®: Black Ops 4** is only days away, a new program celebrating the passion and creativity of the *Call of Duty®* community continues to rollout. The first wave of **Black Ops 4** content, titled #CODNATION, debuted last weekend nationally on broadcast television, and new additional clips have also released online with more on the way. The #CODNATION campaign was inspired by the creativity of the *Call of Duty* community and encourages fans to join in, post and share their experiences around the world. To create the video series, Activision partnered with content creators, streamers, and celebrities who play *Call of Duty*. New content will continue to roll-out with more #CODNATION films as **Call of Duty: Black Ops 4** launches on October 12th.

"We are really fortunate to have such an amazing community that supports *Call of Duty*. The community consistently comes up with amazing, laugh-out-loud content, and #CODNATION celebrates that creativity on another level," said Rob Kostich, executive vice president, and general manager, Call of Duty. "Fan excitement for **Call of Duty: Black Ops 4** has reached new heights, and the launch October 12th is just around the corner. We can't wait to see what our fans will continue to create with this game."

"#CODNATION celebrates the incredible creativity and excitement shared through gameplay," said Matt Small, vice president of global consumer marketing, Call of Duty. "The experience of playing *Black Ops 4* is all about having fun together, and *Call of Duty's* fans have inspired us to bring these moments together in a way that reflects their enthusiasm and creativity."

In addition to the content series, #CODNATION extends to the Call of Duty™ Endowment's charity launch stream as the #CODNATION Challenge. Formerly known as the Race to Prestige, the annual stream brings together an array of video game personalities in a relay-style gaming marathon. Throughout its nine-year history, the Call of Duty community has been instrumental in supporting the Endowment's drive toward placing 50,000 veterans in high-quality jobs. The #CODNATION Challenge kicks-off Thursday, October 11th on the eve of *Black Ops 4's* worldwide launch. Fans can follow @CODE4Vets for the latest updates and information for the #CODNATION Challenge.

Activision partnered with 72andSunny Los Angeles for the campaign, and also collaborated with Hecho Studios to provide content as well as support for *Call of Duty* creators from around the globe to craft videos for **Call of Duty: Black Ops 4**, which are authentic to their individual channels and creative tone of voice. Developed by Treyarch, *Call of Duty®:Black Ops* games have garnered a passionate following across its community of fans, who have played for more than 15 billion hours across the series.

Call of Duty: Black Ops 4 is published by Activision, a wholly-owned subsidiary of Activision Blizzard (NASDAQ: ATVI) and developed by Treyarch with additional development support from Raven Software and PC development with Beenox. For more information and the latest intel check out: www.callofduty.com, www.youtube.com/callofduty and follow @Treyarch and @CallofDuty on Twitter, Instagram and Facebook.

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.

About Activision

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