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WorldWinner Invites Gamers to “Play to Defeat Breast Cancer” during National Breast Cancer Awareness Month

Aims to Surpass \$100,000 Minimum Annual Donation to The Breast Cancer Research Foundation

- WHO:** WorldWinner (www.worldwinner.com), the leading provider of online game competitions for cash and prizes, and The Breast Cancer Research Foundation (www.bcrfcure.org).
- WHAT:** WorldWinner hosts online game competitions that support The Breast Cancer Research Foundation (BCRF) and its mission to prevent and cure breast cancer in our lifetime by funding clinical and genetic research worldwide. WorldWinner has pledged to donate a minimum of \$100,000 to BCRF by May 2008. Since 2004, WorldWinner has raised more than \$350,000 for breast cancer charities through player participation.
- HOW:** Players can compete in “Play to Defeat Breast Cancer” tournaments in popular online games such as *Solitaire Rush*, *SCRABBLE® Cubes* and *Bejeweled 2* for cash and prizes. Each time a player participates in a “Play to Defeat Breast Cancer” tournament, WorldWinner will donate 10 percent of the tournament entry fee to The Breast Cancer Research Foundation.
- WHY:** Nearly 70 percent of WorldWinner’s players are female, more than half of them between the ages of 25 and 54. These players are a subset of the 40 million women who comprise the female online games population. Working with The Breast Cancer Research Foundation allows WorldWinner to increase breast cancer awareness among its 30 million registered players while raising money for breast cancer research and awareness programs.
- URL:** www.worldwinner.com/bcrf