

CALL OF DUTY™

ENDOWMENT

Call of Duty Endowment Named a Finalist in 2016 Cause Marketing Halo Awards

Call of Duty Endowment and Partners Are Finalists in Digital and Transactional Categories

SANTA MONICA, Calif.--(BUSINESS WIRE)--The Call of Duty Endowment is pleased to have been named a finalist along with its partners for a Cause Marketing Halo Award in the Best Digital Campaign and Best Transactional Campaign categories.

In the Digital category, the Endowment and its partner Best Buy were nominated for The Race to Prestige 2015, a five-day, around-the-clock, relay-style video game marathon livestream that raised over \$450,000 for The Endowment's efforts to help get veterans high quality jobs. In the Transactional category, the Endowment's Get Vets Back to Work campaign was nominated for its work with GameStop and Costco to sell limited edition Call of Duty Endowment merchandise associated with the release of the latest Call of Duty® game, *Call of Duty®: Black Ops III*. The Get Vets Back to Work campaign raised \$1.1 million that goes directly to veteran employment programs.

"Post 9/11 veterans—young veterans in particular—have a much higher unemployment rate than the general population. It's truly an underreported problem," said Dan Goldenberg, Executive Director of the Call of Duty Endowment. "Since every dollar we raise for the Call of Duty Endowment goes towards placing veterans into quality jobs, we look for creative ways to engage donors and fundraise. We're proud to be recognized as a finalist alongside some other great brands and nonprofits. And, we are grateful for the fantastic support we received from our partners and the Call of Duty community during The Race to Prestige and merchandise sales."

The Race to Prestige 2015, which was sponsored by Best Buy and took place at Treyarch Studios in Santa Monica, California, featured five top gaming personalities—TmarTn, GoldGloveTV, iijeriichoi, Hutch, and VernNotice—who played the then newly released *Call of Duty®: Black Ops III*. The gamers teamed up with stream-for-charity website [Tiltify](#), which prompted audience members to donate as they watched the livestream. This was The Race to Prestige's third year as a fundraiser for the Endowment, and it was the first time that Activision promoted the event as an official livestream of the launch of the new Call of Duty® game.

Now in its fourth year, the Get Vets Back to Work campaign with GameStop and Costco Wholesale was timed to the release of *Call of Duty®: Black Ops III*. GameStop offered an exclusive limited edition *Call of Duty®: Black Ops III* challenge coin in its stores, while Costco sold exclusive, limited edition dog tags packaged with the game in its U.S. stores. Because these items feature graphics from the game, they were highly anticipated by Call of Duty fans and have become collectibles. All profits from sales of the challenge coins and dog tags went directly to support high-performing organizations that prepare veterans to reenter the job market.

"Each year, as cause-related marketing gets more sophisticated, we receive an increasing number of strong submissions into the Halo Awards. Being named a finalist is an industry honor and demonstrates a level of accomplishment in campaigns that combine purpose and profit," said Cause Marketing Forum President David Hessekiel.

The awards recognize excellence in North American cause marketing campaigns. 2016 marks the 14th year that the [Cause Marketing Forum](#) will honor businesses and nonprofits with Halos for doing well by doing good.

The awards will be given to programs judged the best cause marketing campaigns of 2015 at the 14th Annual [Cause Marketing Forum Conference](#) in Chicago on June 2, 2016.

The full list of the Cause Marketing Halo Award finalists [can be found here](#).

About the Call of Duty Endowment

The Call of Duty Endowment is a nonprofit organization co-founded by Bobby Kotick, CEO of Activision Blizzard. The Endowment helps 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.

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About the Cause Marketing Forum

Now in their fourteenth year, the Cause Marketing Halo Awards are North America's highest honor in the field of cause marketing. They are presented to US and Canadian companies by the [Cause Marketing Forum](#), a company dedicated to providing business and nonprofit executives with the practical information and connections they need to succeed. All Halo finalists can be seen online at: <http://www.CauseMarketingForum.com/halo2016>.

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