



# GameZone

HOLLYWOOD, HEALTH & SOCIETY • USC ANNEBERG NORMAN LEAR CENTER



Hollywood, Health & Society is a free, non-profit resource based at the USC Annenberg Norman Lear Center that connects creative teams in TV, film and other media with top public health and climate change experts. For more information, please contact us at [hhs@usc.edu](mailto:hhs@usc.edu), (800) 283-0676, or visit [www.usc.edu/hhs](http://www.usc.edu/hhs).

During the United Nations Environment Week in September 2015, HH&S partnered with Rovio Entertainment and the Earth Day Network to help recruit Hollywood celebrities (Danny DeVito, Don Cheadle and Matt Damon, among others) and to develop appropriate climate change information for Champions for Earth, a free tournament playable across the world via the Angry Birds & Friends app. Participating celebrities did promotional videos and had Angry Birds avatars made in their likenesses so that players could compete with the celebrities' top scores. Throughout the game's many activities/levels (all inspired by the challenges of issues like deforestation), climate change facts replaced traditional ads, reaching a potential audience of 200 million Angry Birds & Friends players from over 150 countries worldwide. In addition, Champions for Earth drove commitments to The Canopy Project to help plant 10 million trees into the world's most underserved communities. HH&S promoted the event throughout the week on both Twitter and Facebook, urging audiences to participate in the game and posting climate change facts all under the hashtag #AngryAboutClimateChange.



HH&S Director Kate Folb (center) with Danny DeVito and the Rovio/Champions for Earth team.

