



MEDIA ALERT

Mall of America Chosen as One of Three National Locations for Live “Playing for a Cause” Event MSN Games and YWCA Partnership Combine Games and Giving for A Whole New Kind of Charitable Campaign

What: **A two-day karma-improving play-a-thon.** As part of an altruistic new partnership between MSN Games (www.games.msn.com) and the YWCA, this unique live “Playing for a Cause” event will raise funds for national and local YWCA programs for women, children and families. For every minute event participants spend playing one of several select “Playing for a Cause” casual games, MSN Games will donate one dollar toward YWCA programs. Launched online on July 19, 2006 and running through August 31, 2006, the one-of-a-kind “Playing for a Cause” campaign (www.playingforacause.msn.com) enables casual gamers to donate dollars, simply by playing their favorite online games. The upcoming “Playing for a Cause” event is free and open to the public.

Where & When: 11 a.m. – 7 p.m., August 11 & 12, 2006 at Mall of America (8100 24th Ave. S., Bloomington 55425)

The “Playing for a Cause” website will be live through August 2006, allowing players to raise funds for the YWCA simply by playing the site’s featured online or downloadable games.

Why: According to the market research firm, Iconoculture, American consumers are looking for new and more interactive ways to give charitable funds as opposed to the traditional mailing of personal checks.* Now, with “Playing for a Cause,” online gamers are offered several easy options to raise funds for a worthwhile cause while having fun doing it.

Additionally, **casual gaming fever is at an all time high with MSN Games’ logging more than 13 million monthly gamers – 60 percent of whom are women.** Recently hitting its 10-year anniversary, MSN Games is a popular destination for casual gaming enthusiasts from around the globe.

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For more information and interview opportunities, press only:

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*In March 2006, Iconoculture identified a new Macrotrend referred to as “Gross National Happiness,” which encapsulates consumers’ ever-growing desire to seek gratification through acts of altruism. Iconoculture defines Macrotrends as a “critical mass of current and emerging observations and trends that share common market motivators and consumer values. Macrotrends embody major cultural shifts in how we live and what we want.”