

Facebook Game Helps Fight Hunger

World Vision is partnering with a Facebook app called “Grumpy Goats” to help fight hunger.

The new online game involves competing with virtual goats while simultaneously providing players an opportunity to donate a real goat to impoverished families through World Vision’s online gift catalog.

“Social networking games like ‘Grumpy Goats’ are effectively revolutionizing the way next generations give,” says Jackie Ostlie, World Vision senior social media specialist. “The goat connection makes perfect sense for appealing to Facebook users.”

For just \$75, “Grumpy Goat” players can purchase real goats that help nourish hungry children and families in impoverished communities worldwide with healthy milk, cheese and yogurt.

“‘Grumpy Goats’ is not only fun to play, but through World Vision’s help players get a chance to literally change the world one goat at a time!” says Ostlie.