

‘Grumpy Goats’ Facebook Game Helps Fight Hunger

World Vision is partnering with Verge Games, creator of the Facebook game “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 from World Vision’s online gift catalog.

“This is an exciting partnership for World Vision because social networking games like ‘Grumpy Goats’ are effectively revolutionizing the way next generations give,” says Jackie Ostlie, World Vision senior social media specialist. “World Vision is always looking for creative ways to encourage more people to help others and the goat connection makes perfect sense for appealing to Facebook users.”

World Vision’s Gift Catalog started in 1996 and offers more than 100 poverty-fighting gifts like chickens, goats and cows. Goats are one of the most popular gift selections with more than 80,000 purchased in 2011. 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. Gifts purchased through the Christian humanitarian aid organization also help provide hope and assistance to approximately 100 million people in nearly 100 countries.

Online links to World Vision’s Gift Catalog are embedded throughout the “Grumpy Goats” game as players compete on behalf of virtual goats ‘determined to regain their honor after callously being sheered by a flock of sheep.’

“‘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.