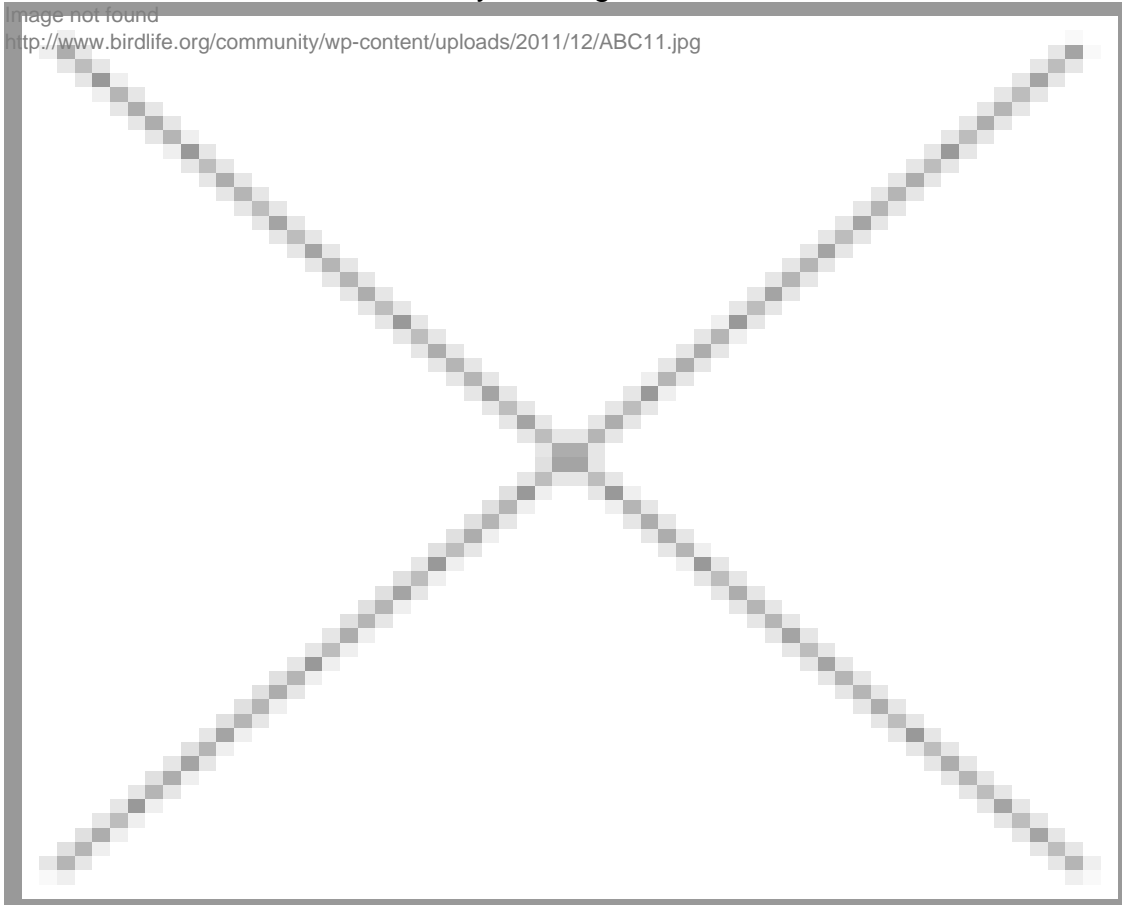


# Get Angry - Fight Extinction!

## Title

Rovio Entertainment Ltd, world-leading entertainment media company and creator of the unprecedented global gaming phenomenon Angry Birds, has launched a remarkable new Angry Birds campaigning website today in support of The BirdLife Preventing Extinctions Programme. [The new Angry Birds website](#) encourages millions of fans to play the latest version of Angry Birds for Chrome online, to get angry about extinctions and to make a donation - providing vital help for 'the world's 189 angriest birds' - those which BirdLife International classifies as Critically Endangered on the IUCN Red List.



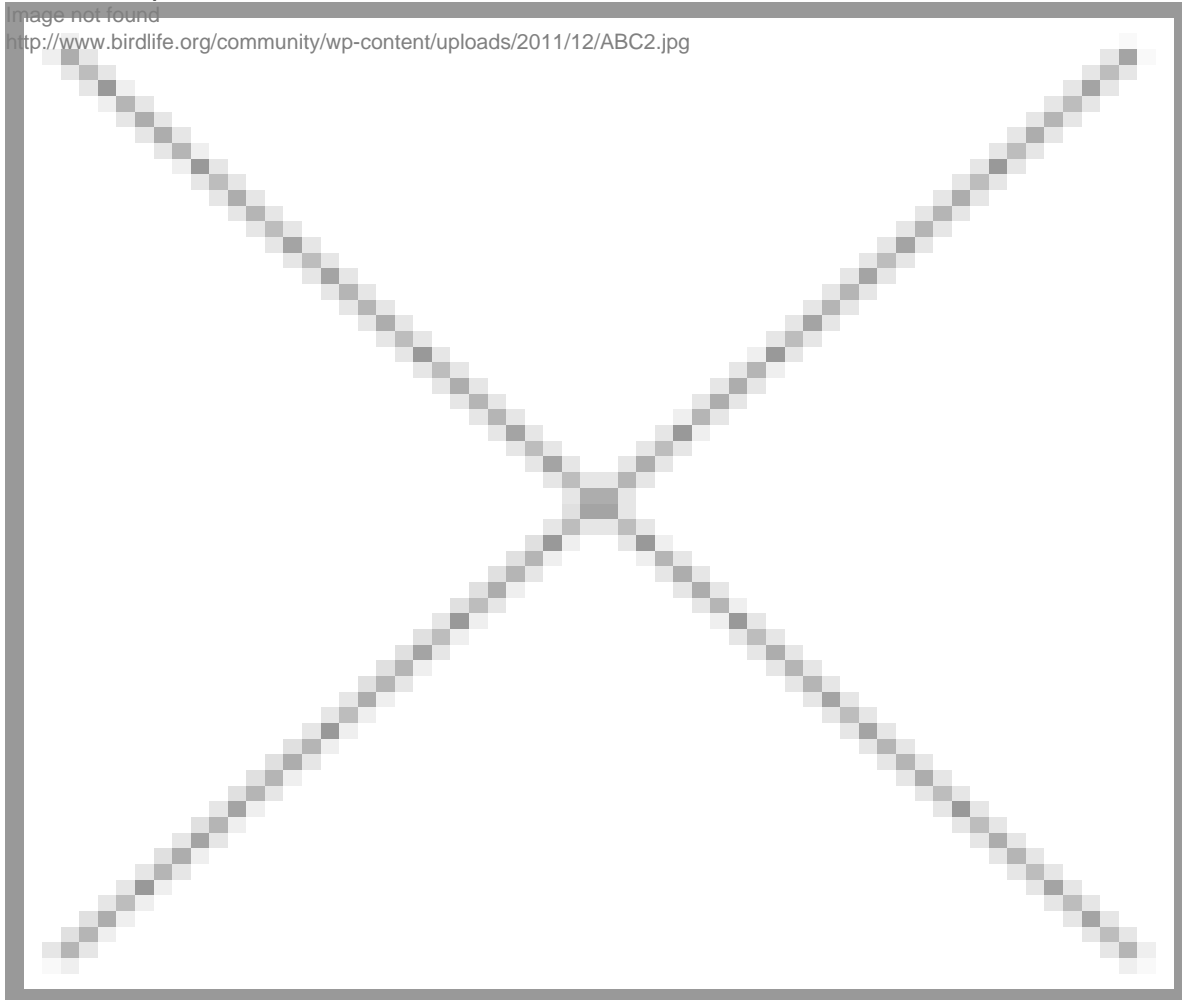
In addition to

requesting donations, the new website encourages and helps Angry Birds' fans to find out more about the extraordinary globally threatened species the BirdLife International Partnership is taking conservation action for today. Ten of BirdLife's flagship Preventing Extinctions projects are highlighted and fans are also encouraged to stay in touch with BirdLife news and activities by becoming BirdLife Facebook Friends.

"We are delighted to support BirdLife International with this new Angry Birds initiative", said Peter Vesterbacka - Rovio's Mighty Eagle and CMO. "We are pleased to be in a position to

help such important conservation action and anticipate our loyal fans will respond very positively to our Angry Birds call to *Get Angry and Fight Back*".

"This is a very exciting opportunity for BirdLife", said Jim Lawrence - BirdLife International's Preventing Extinctions Programme Manager. "We are thrilled to be Angry Birds' charity of choice and we look forward to seeing how this exciting campaign develops and our future relationship evolves".



Birds became a global gaming phenomenon soon after its launch in 2009 and rapidly became the world's most popular application of any kind for touchscreen smartphones. Incredibly it has now been downloaded more than 500,000,000 times and continues to win new fans and break records whenever a new version is launched. **Rovio first supported BirdLife International** in April 2011 when they invited BirdLife to join their Angry Birds Seasons Golden Egg Hunt. Angry Birds launched the Easter version of the Angry Birds Seasons game by sending their fans to look for a hidden Golden Easter Egg clue on BirdLife's website. The response was immediate and huge. In the first hour more than 50,000 Angry Birds fans visited BirdLife's web pages and over the following weekend BirdLife trebled its Facebook followers. The new campaigning website launched by Angry Birds today is one of several innovative BirdLife Preventing Extinctions Programme initiatives that have been developed recently, in conjunction with **BirdLife Species Champions**, to reach out to new audiences and raise awareness and funds for the BirdLife Partnership's work. If you would like to make a donation that will help BirdLife International prevent extinctions **please follow this link**. To find out more about how you or your company can become a BirdLife Species Champion please email [species.champions@birdlife.org](mailto:species.champions@birdlife.org). If you are 30 years old 21 species have already gone extinct in your lifetime. Please act now and help us prevent any more from going the same way.