



FOOD FIGHT

JOIN THE EPIC BATTLE TO END FOOD ALLERGIES

End Allergies Together (E.A.T.) is teaming up with EA Sports' battle royale game, *Apex Legends*, to bring a unique set of weapons to its arsenal — food. Proving that when you have life-threatening allergies, these ingredients can be deadly, too. The only way gamers can protect their characters from these new weapons is by donating within the game, and joining our squad in the real-world fight to end allergies together.

CREATIVE INSIGHT

When you have a life-threatening food allergy, every bite you take is a game of life or death.

In fact, in the next two minutes, someone will go to the emergency room because of a food allergy reaction.¹

Still, most people don't think the danger is real. Some even think it's a game.

Coincidentally, our target is really into games. Digital gaming, that is. Which regularly attracts 60% of 18-29 year olds.²

So we decided to use today's fastest-rising game as a platform to prove just how deadly the eight most common food allergies can be.

SOLUTION

Introducing Food Fight. Where E.A.T. joins forces with EA Sports to create a unique set of allergy-inspired weapons for *Apex Legends*, the newest battle royale game that's smashing all of *Fortnite*'s records.³

We'll make donating an integral part of gameplay by featuring special-edition defenses against the new killer foods in the game's shop. Players can donate to increase their chances of survival in the game, and help save lives in the real world by funding a cure.

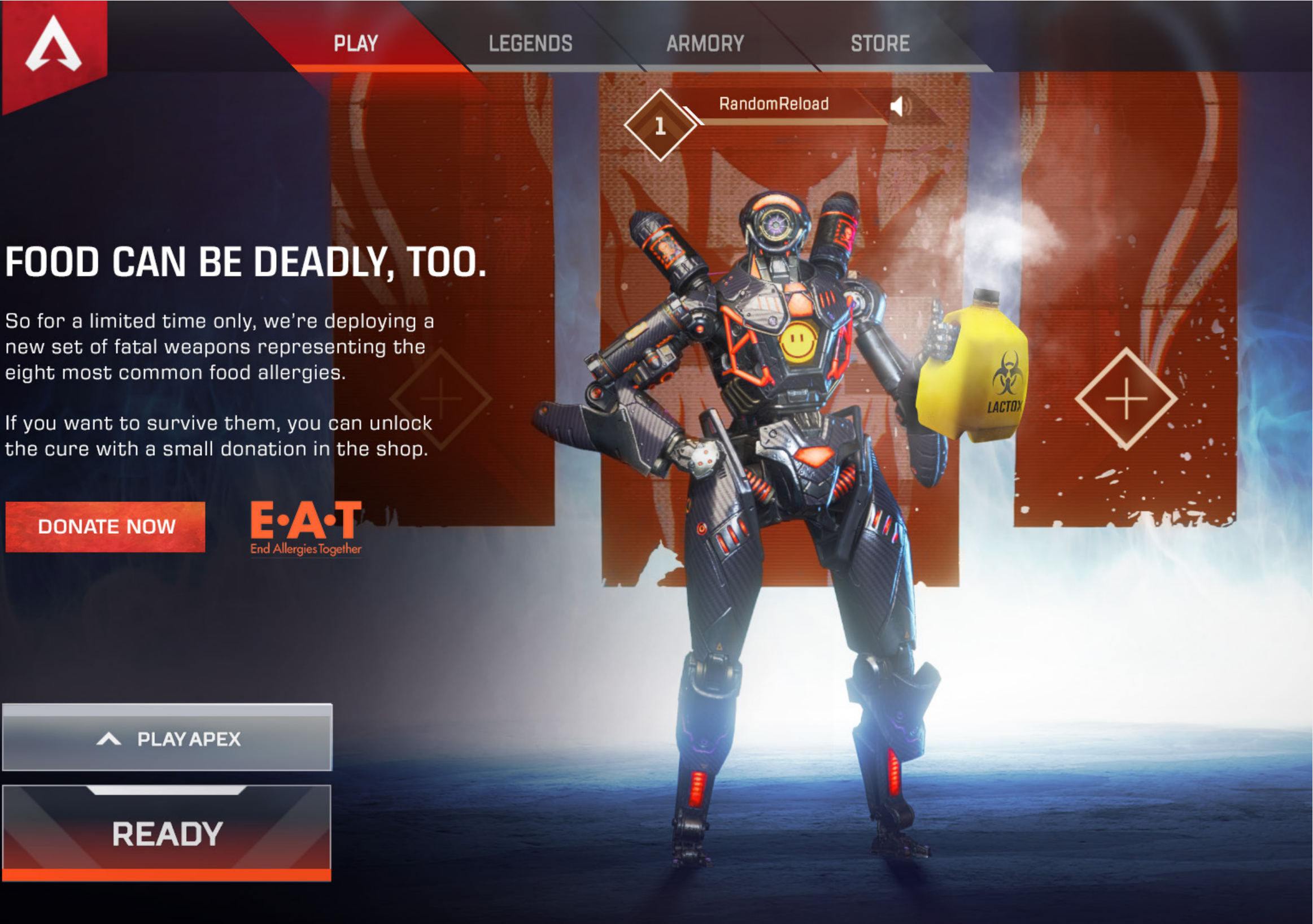
Because for the 220 million people globally with food allergies, this isn't a game.¹

BY THE WAY

On average, 69% of *Fortnite* players spend \$84.67 per person on in-game purchases.⁴ So if we're conservative and assume we can get 20% of *Apex Legends*' 50 million players to donate \$5, we could raise \$50 million.⁵

¹ Sean N. Parker Center for Allergy & Asthma Research; Ruchi Gupta, MD, MPH
² <http://www.pewresearch.org/fact-tank/2017/09/11/younger-men-play-video-games-but-so-do-a-diverse-group-of-other-americans/>
³ <https://www.bloomberg.com/news/articles/2019-02-20/royale-rumble-apex-legends-smashing-fortnite-records>
⁴ <https://www.forbes.com/sites/insertcoin/2018/06/26/study-says-69-of-fortnite-players-spend-money-on-the-game-85-spent-on-average/#e39919320606>
⁵ <https://www.gamesradar.com/how-many-people-play-apex-legends/>





On the day of our weapons drop, *Apex Legends* gamers will see an E.A.T. takeover encouraging them to donate.

HOW IT WORKS

In the game shop, players can donate their Apex Coins to unlock limited-edition E.A.T. protective skins. Each skin will defend against one of the eight new food weapons. So in making their Legends immune to the new allergens, players are helping to find a cure to food allergies.





As players collect and use the new weapons within the game, they'll learn about the real dangers of food allergies.

LACTOX



FISHBLADE



SHELL SHOOTER



HOW IT WORKS



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Targeted Facebook and Instagram stories will tease the partnership and rally donors to our cause.

We'll time our launch with the E3 Expo in LA, and host a "Twitchathon" to celebrate the release of the new weapons. *Apex Legends* influencers will play alongside real gamers with allergies, and viewers can donate to E.A.T. directly through the platform.



/SHROUD + /LURN FIGHT WHEAT ALLERGIES

StreamElements: @hubb1x, March 6th - April 20th, claim your very own shroud charm in Rainbow Six: Siege if you're a subscriber. Just make sure your Uplay is linked to Twitch and then wait

HOW IT WORKS