

To: ???

Subject: EA Announces New Fan Connectivity Initiative



For Immediate Release: June 5, 2020

EA Announces New Fan Connectivity Initiative

Redwood City, California - CEO Andrew Wilson has recently announced the addition of a new company value—Connectivity. Launched on June 5, this new core value aligns with EA's upcoming global behind-the-scenes livestream event called EA Connect. This company value and initiative promote EA's dedication to creating personal connections between employees and the greater gaming community.

Beginning on June 10, EA will host a weekly Twitch livestream about game development. During the live show, viewers can interact with EA game developers and artists and ask questions. Watchers who participate are automatically enrolled in a lottery where they have the chance to win a free trip to tour their favorite EA game studio.

With this event and company initiative, CEO Andrew Wilson announced that EA is devoted to seeking deeper engagement with the gaming community. "Our fans are the number one driving force that inspires our hard-working artists and developers to create fun video games. By adding 'Connectivity' as one of our core company values, we are able to gain insight that helps us to improve the user experience."

In addition to this initiative, EA participated in "The Real Heroes Project," a program honoring frontline healthcare workers during the COVID-19 pandemic. Esport athletes associated with the EA brand are dedicating their uniforms to everyday heroes by replacing their own names and with the names of essential employees.

EA (or Entertainment Arts) was founded in 1982, by former Apple Computer employee Trip Hawkins. The company has grown exponentially, employing around 9,300 artists, storytellers, and innovators throughout the United States. By the end of 2019, EA's networth was around \$3.04B. The company produces many popular video game franchises including Apex Legends, FIFA, Plants V.S Zombies, and The Sims.

For More Information

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Backgrounder

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EA (or Entertainment Arts) is a video game entertainment company that creates, develops, produces video games for internet-connected consoles, mobile devices, and personal computers. EA has 9,300 employees throughout the United States, priding itself as a creative community space where artists, storytellers, and innovators can work together. EA owns 39 different video game studios including Bioware, Origin Systems, Maxis, Respawn Entertainment, and many more.

EA was established in 1982, by Apple Computers employee Trip Hawkins. Before leaving the company in the early 90s, Hawkins pioneered early game development into becoming large team projects that went beyond one or two developers. The company continued to grow exponentially and by the end of 2019, the net worth of the company was worth around \$3.04B.

Currently, the CEO of the company is the past EA and Origin Systems Executive Vice President, Andrew Wilson. After EA launched the weekly livestream series, EA Connect, Wilson announced the addition of a new company value—Connectivity. This new company initiative promotes EA's dedication to creating personal connections between employees and the greater gaming community.

Beginning on June 10, EA will host a weekly Twitch livestream where viewers can interact with EA game developers and artists every Wednesday at noon. Not only do online watchers meet the EA team, but they also get virtual tours of EA game studios, insightful demos on game development, and sneak peaks and teasers for new video game projects produced by the EA brand.

The EA Connect livestream event starts June 10 and ends on August 12. This means that only nine viewers will be awarded the free trip to their favourite game studio. The lottery winner of those who participate in the weekly streams will be announced at the end of each week throughout the entirety of the summer season. These lucky viewers will not only win a free flight to their favorite game studio, but will also have their experience shared with viewers on the final stream date.

This company value and initiative promote EA's dedication to creating personal connections between employees and the greater gaming community.



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Fact Sheet

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EA Announces New Fan Connectivity Initiative

WHAT

- Andrew Wilson announced the addition of a new company value—Connectivity.
- The new core value aligns with EA's upcoming weekly global behind-the-scenes livestream event called EA Connect, a Twitch stream where viewers can interact with EA game developers and artists and ask them questions.
- The Real Heroes Project is an initiative dedicated to celebrating frontline healthcare workers fighting COVID-19.

WHO

- The EA Connect stream and “Connectivity” initiative was announced by EA CEO Andrew Wilson.
- Twitch is a live streaming platform dedicated to video game content.
- EA has around 9,300 employees located throughout the United States.
- EA is a digital interactive entertainment company that owns 39 different video game studios.

WHERE

- The livestream event will be hosted and recorded at the main EA headquarters in Redwood City, California.
- The announcement of the new company value, the livestream event, and EA's involvement with the “Real Heroes Project” was made at EA headquarters.

WHEN

- The EA Connect livestream event starts June 10 and ends on August 12. This event is a weekly program that starts every Wednesday at noon.

WHY

- The new company value and initiatives promote EA's dedication to creating personal connections between employees and the greater gaming community.

To: ???

Subject: Press Instructions for EA Connect



Photo Opportunity

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WHAT

- EA Connect is a weekly Twitch livestream event where viewers can interact with EA game developers and artists and ask them questions while also getting a virtual tour of EA game studios, insightful demos on game development, and sneak peaks and teasers for new video game projects.

WHY

- EA Connect is the company's new initiative promoting EA's dedication to creating personal connections between employees and the greater gaming community.

WHERE

- EA headquarters is located in Redwood City, California, at 209 Redwood Shores Pkwy.
- The livestream will feature the different game studios within the headquarters.

WHO

- EA Connect was announced by Andrew Wilson and developed by the EA Public Relations team.
- Twitch is a live streaming platform dedicated to video game content.
- The EA Connect event will be hosted by the employees of EA. This includes artists, storytellers, engineers, and innovators that work for the EA brand.
- Winners of the EA Connect Livestream Lottery will appear as special guests at the last scheduled stream.
- EA is a digital interactive entertainment company that has around 9,300 employees located throughout the United States.

HOW

- Anybody who is interested can watch the online livestream for free on www.twitch.tv/eacconnect.
- Viewers with a Twitch account who get their question featured on stream get automatically enrolled in a lottery. At the end of each week, a winner is selected and notified.