

Apple launches 'Apps for Earth' campaign in partnership with WWF and Trivia Crack



Buenos Aires, March 7, 2017 - **Apple** and **WWF** have teamed up to protect life on our planet through a campaign called **Apps for Earth**.

For Apps for Earth, **Trivia Crack** will allow users to discover exclusive content in the app, created specifically for the campaign, that embraces the conservation of forests, oceans, fresh water and wildlife, and addresses threats to food and climate -- the core focus areas of WWF's global efforts.

Users will be able to collect special cards when they win a crown or character. A button will be displayed and will take them to a special section of donations and support to the WWF, where they can buy amazing limited edition cards until April 24th. One hundred percent of the proceeds from the participating Apps for Earth apps - via the purchase of special cards will support WWF's important global conservation work and mission to reduce the most pressing threats to the diversity of life on Earth.

Apps for Earth is a project between Apple, WWF, and 26 other well-known apps throughout the App Store. Videos and posts from Trivia Crack will go live this Saturday. Included here is a video that explains the program and gives a behind-the-scenes glimpse into Trivia Crack's involvement.

For further information, please contact: press@etermax.com