

# CALL OF DUTY ENDOWMENT

FOR IMMEDIATE RELEASE

## **ACTIVISION PUBLISHING'S CALL OF DUTY ENDOWMENT PROVIDES \$50,000 GRANT TO IRAQ AFGHANISTAN VETERANS OF AMERICA TO ASSIST VETERANS WITH JOB PLACEMENT**

*Endowment also partners with 'Purpose Driven Rehab' Fall Tour*

**WASHINGTON**—November 7, 2011—Activision Publishing's (Nasdaq: ATVI) Call of Duty Endowment, a non-profit seeking to help veterans transition back to the civilian workforce, announced its donation of \$50,000 to Iraq and Afghanistan Veterans of America (IAVA). The funds will assist IAVA as they continue to provide job fairs for veterans and their families throughout the United States.

At an average of 12 percent, veterans' unemployment continues to outpace the civilian rate in 2011. Over 235,000 veterans were left searching for work in September alone.

Colonel Roger Dimsdale, (USA-Ret.), an advisory council member with the Call of Duty Endowment, said, "As more and more of our military men and women return home, providing a resource for job placement is of utmost importance. The Call of Duty Endowment is proud to partner with Iraq and Afghanistan Veterans of America to enable this organization to assist in transitioning recently returning veterans from uniform service to civilian life."

IAVA is the nation's first and largest nonprofit, nonpartisan organization for veterans of the wars in Iraq and Afghanistan. On the ground, IAVA has been working with corporate partners on the Combat to Career campaign to open doors and find job opportunities for new veterans nationwide. In October, IAVA kicked off the first of five Smart Job Fairs in San Francisco with the U.S. Chamber of Commerce, bringing together top U.S. companies committed to hiring the New Greatest Generation.

"The Call of Duty Endowment is stepping up big for Iraq and Afghanistan veterans. This money will make IAVA's Smart Job Fairs program bigger, better and more effective by expanding the career tools available for new vets. Bottom line, it will get more veterans hired," said IAVA Founder and Executive Director Paul Rieckhoff. "After the success of our first Smart Job Fair in San Francisco, we are thrilled that the Call of Duty Endowment has seen the value in investing in the New Greatest Generation. And with new veteran unemployment at unacceptable levels,

IAVA is proud to work with the Call of Duty Endowment to ensure our members get the skills needed to successfully transition from combat to career.”

The grant was announced at the most recent stop on the Purpose Driven Rehab Fall Tour – a Philadelphia Eagles NFL home game in Philadelphia, Pennsylvania. The Call of Duty Endowment recently teamed up with the Pro vs. GI Joe-sponsored tour – a military support initiative in which wounded veterans manage events at some of the biggest sporting venues across the country. This program gives purpose and responsibility to rehabbing veterans, while also bringing national awareness to veterans’ issues.

Since Activision Blizzard, the worldwide online and console video game publisher and producer of the Call of Duty® video game, established the Call of Duty Endowment in November of 2009, it has delivered more than \$1,000,000 in grants and scholarships to assist returning veterans with post military career help. This past November, Activision Blizzard committed another \$1 million to the Endowment and pledged to find 1,000 jobs for veterans.

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**About the Call of Duty Endowment:**

The Call of Duty Endowment is a non-profit, public benefit corporation created by Activision Blizzard. The organization seeks to help soldiers that provide job placement and training. For more information about the Call of Duty Endowment, please visit [www.callofdutyendowment.org](http://www.callofdutyendowment.org).

**About Iraq Afghanistan Veterans of America:**

Iraq and Afghanistan Veterans of America (IAVA) is the country’s first and largest nonprofit, nonpartisan organization for veterans of the wars in Iraq and Afghanistan and has more than 200,000 Member Veterans and civilian supporters nationwide. Its mission is to improve the lives of this country’s newest generation of veterans and their families. For more information about IAVA, please visit [www.iava.org](http://www.iava.org).

**About Pro vs. GI Joe:**

Pro vs. GI Joe is a 501c3 nonprofit organization, changing the way our troops stay connected. Pro vs. GI Joe provides America's heroes with once-in-a-lifetime opportunities by pitting them against their favorite professional athletes and celebrities in heated, yet fun video game competitions via the Internet and in person. For more information about the Purpose Drive Rehab Tour, please visit <http://www.purposedrivenrehab.org/>.

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