

LimeLife Gives Back By Launching "Apps For Good"

Women's Digital Media Company to Donate 10% of Best-Selling Mobile Game Profits to Kiva



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Menlo Park, CA -- May 21, 2009 -- LimeLife, the leading women's cross-platform digital media company, today launched the "Apps for Good" campaign, contributing 10% of profits from its popular Hollywood Hangman iPhone game within a one-month period from May 21st to June 21st to Kiva.org, the micro-lending platform that alleviates poverty one loan at a time. Available on Apple® iTunes® for the iPhone and iPod Touch, Hollywood Hangman is a best-selling game on mobile phones, and is one of the first iPhone games to offer the social and multiplayer features enabled by Facebook Connect and Multiplayer WiFi.

LimeLife realizes the importance of giving back to non-profits such as Kiva, which bolsters the opportunity for women in developing countries to cultivate an income and achieve economic independence. By encouraging consumers to download Hollywood Hangman, LimeLife will pave the way for people like Amavi Akoete, a Togoan 35 year-old mother of six to launch her jewelry-making business or Dulia Huanca, a Peruvian 23 year-old mother to launch her fruit stand.

"Bridging the gap between games and the developing world, LimeLife is excited to launch its Apps for Good Campaign by promoting a fun activity while creating a way for consumers to make a positive contribution to the world," says Kristin McDonnell, LimeLife CEO. "By downloading Hollywood Hangman, consumers can help change the lives of many, helping to alleviate poverty one small purchase at a time."

How consumers can participate in the Apps for Good Campaign:
1.) Between today and June 21st, consumers can click on the following link to purchase and download Hollywood Hangman for their iPhone or iPod Touch: <http://itunes.com/apps/hollywoodhangman>

2.) Consumers are encouraged to email, tweet, and update their social networking status to let their friends know how they can download Hollywood Hangman on their iPhone or iPod Touch

3.) Consumers can use the Facebook Connect feature within the game to ping their friends to join them in playing Hollywood Hangman to support Kiva

4.) Consumers can track the progress of LimeLife's Apps for Good Campaign by following the LimeLife iPhone Twitter feed at <http://twitter.com/LimeLifeiPhone>

About Hollywood Hangman

In a graphically rich gaming format, Hollywood Hangman combines word puzzle fun with celebrity, movie, TV, and music trivia for an exciting twist on the classic Hangman game. Players move up in status, going from a "Hollywood Hopeful" to a "Celebrity A-Lister", by playing and solving Hangman word puzzles that boast their knowledge of showbiz, celebrity gossip and music.

About LimeLife, Inc.

LimeLife, Inc., a Red Herring Global 100 company based in the San Francisco Bay Area, is a digital media company focused on the women's market at the intersection of community, shopping, and entertainment. LimeLife is dedicated to creating fresh and smart experiences most relevant to 18-34 year old, media savvy women across multiple digital platforms. LimeLife can be accessed on the web at LimeLife.com and via mobile at m.LimeLife.com. LimeLife's premium mobile content — games, wallpapers, text alerts and applications — is available through the major US wireless carriers. LimeLife's MySnaps™ social shopping application and Hollywood Hangman are available on the iPhone.

About Kiva

Kiva's mission is to connect people through lending for the sake of alleviating poverty. Kiva is the world's first person-to-person micro-lending website, empowering individuals to lend directly to unique entrepreneurs around the globe. The people you see on Kiva's site are real individuals in need of funding - not marketing material. When people browse entrepreneurs' profiles on the site, choose someone to lend to, and then make a loan, they are helping a real person make great strides towards economic independence and improve life for themselves, their family, and their community. Throughout the course of the loan (usually 6-12 months), a lender will receive email journal updates and track repayments.

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