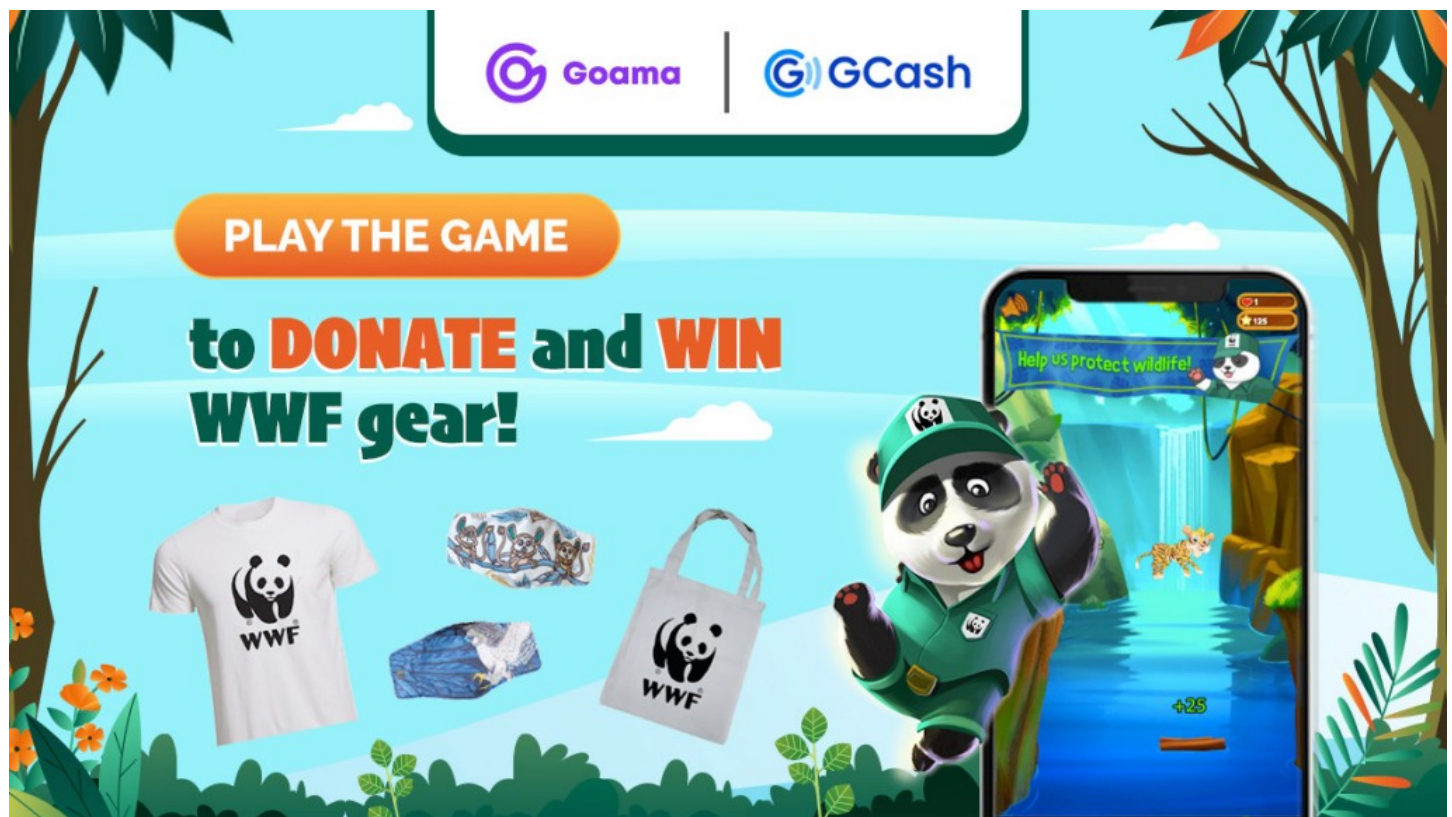


Goama & GCash does good through gaming ; gamifying the wildlife preservation movement of WWF-Philippines



Philippines, Central Luzon, Jul 12, 2021 ([Issuewire.com](https://www.issuewire.com)) - Philippine's leading mobile wallet GCash, in collaboration with Goama, a gamification platform, launches a charity campaign to raise awareness and collect funds through competitive hyper-casual gaming for the wildlife preservation efforts of the World Wide Fund for Nature (WWF) the Philippines.

GCash has been a strong ally in the wildlife preservation movement of the WWF-Philippines cementing their partnership with the launch of GForest in 2019.

Last year, as part of its transition, to become a lifestyle superapp, GCash incorporated Goama to become a part of its GLife suite, forging a relationship to drive user engagement and build a social community.

This collaboration has created new opportunities for organizations to connect in a meaningful way with people through gaming and is exemplified with its approach to creating fun engagement for the wildlife preservation movement of WWF in the Philippines. Anyone with a registered GCash account can access the WWF Game built by Goama to compete for exclusive WWF swag. Just look for Goama Games' iconic purple logo in the Glife section of the Gcash homescreen app for the first 3 weeks of July and October 2021 to start competing. All proceeds collected will be donated to WWF-Philippines.

“Goama's mission is to do good through gaming and this collaboration is just one of the many ways to provide outstanding game content to the mobile gaming community as well as an opportunity to give back by initiating WWF fundraising campaigns. We're incredibly thrilled to show off the new WWF customized game, and we'd want to invite everyone to play along. It's extremely exciting to know that Filipinos all throughout the world can help with these endeavors.” shared Goama CEO, Mr. Taro Araya.

The goal of the fundraising effort is to inspire people to help WWF by participating in the competition. Starting on the 5th of July, the 4th of October, the 3rd of January, and the 4th of April 2022, this project will operate for 12 weeks.

“We are happy to partner with Goama Games through our lifestyle superapp, GLife. This collaboration will not only excite our customers but will definitely help us in our sustainable goal of being one with the nation in making it a “greener Philippines”, through the new WWF customized game promoting support for GForest”, said Martha Sazon, President and CEO of GCash.

WWF-Philippines underscored the need to protect our watersheds and appreciates the efforts being taken to make conservation familiar, doable, and accessible to Filipinos.

“Our forests are crucial both to us and to all that call them home. GCash has been a very important partner to us in our push to protect our forests, and they have done well in making ordinary Filipinos serve as partners in conservation. We're very excited for this latest innovative endeavor with Goama Games and GCash, and we're confident that it will lead to many victories in our work to conserve the precious forests of Ipo Watershed,” said Paolo Pagaduan, Paolo Pagaduan, WWF Philippines Forest For Water Program Manager.

We would like to thank JIM Weaver and AUG3 clothing for your valuable sponsorship of the tournament. We hope that you keep sponsoring such events in near future as well and make the event remarkable.

Download GCash now and access the games for free from:

Apple App Store: <https://apps.apple.com/ph/app/gcash/id520020791>

Google Play:

https://play.google.com/store/apps/details?id=com.globe.gcash.android&hl=en_SG&gl=US

For more information, you may visit the following websites:

Website: <https://goama.com/>

Linkedin Page: <https://www.linkedin.com/company/goamagames>

Facebook Page: <https://www.facebook.com/goamaofficial>

About GCash

GCash is the leading mobile wallet in the Philippines. Through the GCash app, customers can easily buy load; pay bills at over 600 partner billers in the app; pay at more than 7,000 online partners; send and receive money anywhere in the Philippines; pay using QR codes at over 130,000 partner merchants nationwide; save money while earning interest, and invest money at local and global funds -- all through the convenience of their smartphones.

GCash is part of the portfolio companies of 917Ventures, the largest corporate incubator in the Philippines wholly-owned by Globe Telecom, Inc. GCash was recognized by The Asian Banker (TAB) in 2021 for its outstanding digital financial inclusion programs impacting more than 40 million Filipinos in the country today.

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About Goama

Goama makes gamification easy through its turnkey solution that transforms any app into a gamified powerhouse to drive engagement, monetization, and acquisition. This allows any app to offer fun engagement through casual games where players compete for high scores on live leaderboards, level up their profile, complete missions and earn badges, and win real-world prizes within the app's ecosystem. Present across 20+ countries, Goama works closely with the leading apps and opens a new digital ecosystem for brands to connect in a meaningful way with players on its platform.

Find out how you can gamify your app or brand on www.goama.com

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Source : Goama Pte Ltd

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