



FOR IMMEDIATE RELEASE

WOOZWORLD PARTNERS WITH ANEB QUEBEC TO RAISE AWARENESS ON SELF-ESTEEM

“Anorexia and Bulimia Quebec will host informative campaigns every month, educating millions of pre-teens in Woozworld.com”

MONTREAL (Quebec), October 6, 2014 – Woozworld, the largest online virtual social network for tweens and preteens, is pleased to announce a partnership with Anorexia and Bulimia Quebec (ANEB) and the launch of the “BeMe” campaign, in order to raise awareness on self-esteem and prevent eating disorders.

In a virtual lounge, members from Woozworld (or “Woozens”) will be able to view videos on self-esteem, read articles on body-image, participate in eye-opening surveys, play in discovery quests which help engage with topics that should inspire them to realize and appreciate who they are.

“We’re proud to partner with ANEB on such a good cause that can benefit by reaching-out to millions of tweens in Woozworld. Our members can be who they really want to be without real life restrictions, so it’s the perfect place to raise awareness on self-esteem in a safe, fun, anonymous and interactive environment,” says Simonetta Lulli, CEO of Woozworld.

Woozworld is the next generation virtual world and social network with over 25 million tweens aged 8-14. Simulating real-life experiences and social interaction in a virtual environment, tweens learn to communicate online and develop highly transferable social skills. They create their avatar or “Woozen”, design their dream life by organizing activities with friends and learn from one another.

More and more tweens affected by eating disorders

According to recent studies, 10% of our population is affected by eating disorders. 42% of 1st-3rd grade girls want to be thinner. More than 70% of tweens engage in strategies aimed at maintaining or losing weight. Dieting, skipping meals and obsessing over physical appearance in hopes of attaining the “ideal body” is having serious repercussions on youth. Raising awareness on healthy nutrition, physical activity and well-being, while focusing on self-esteem and body image can prevent the onset of an eating disorder.

Every few weeks, ANEB counselors will choose the topics and content that will be posted in the “BeMe” lounge. “The most unique and exciting part of the campaign will allow our ANEB avatar counselors to chat with “Woozens”. If we notice certain members are struggling and need support, we will refer them to our help-line or send them a list of organizations by country, such as NEDA in the U.S., BEAT in the U.K. and ENFINE in France,” explains Josée Champagne, Executive Director at ANEB.

About ANEB

ANEB is a non-profit organization providing support services in Quebec for over 25 years. Its mission is to provide immediate, specialized services free of charge to people with eating disorders and their loved ones. For more information, please visit www.anebquebec.com.

About Woozworld Inc.

Since 2010, Montreal-based Woozworld (www.woozworld.com) has become the next generation virtual world and social network for tweens. Woozworld Inc. is dedicated to maintaining a safe gaming environment that tweens can enjoy and parents can trust. Targeted for children ages 8 to 14, Woozworld provides an engaging and interactive virtual social network experience by allowing members to create their own world, fashion their own avatars, make new Woozworld friends, and run virtual businesses. All personal information is protected, and Woozworld strictly conforms to the Children's Online Privacy Protection Act and is PRIVO Privacy Certified.

Woozworld is backed by Telesystem (www.telesystem.ca) and iNovia Capital (<http://inovia.vc>).

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Photos are available in the BeMe Press Pack:

http://corporate.woozworld.com/content/press/press_materials.php?lang=en

Source:

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