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Ayotree.com Stands #WithRefugees and Launches “10K by World Refugee Day” Fundraising Campaign

Popular Android/iOS game “Moses the Freedom Fighter” stands #WithRefugees and sets new donation goal for June 20, 2017, 100% benefiting Syrian and world refugees

PASADENA, CA — **“Moses the Freedom Fighter,”** the free-to-play mobile game making history by donating to **Oxfam America’s Syria and Refugee Crisis Response Fund**, is upping its pledge to help refugees and make the world a better place. Through optional in-game advertising and donations, it’s the first mobile game to ever benefit a third-party charity with 100% of proceeds in perpetuity. Today the company behind the landmark game, Ayotree.com, is setting a new benchmark with the goal of raising **“10K by World Refugee Day”** (June 20, 2017).

The co-founders of Ayotree.com, brothers and former refugees themselves, **Chinh and Khoa Vu**, created **“Moses the Freedom Fighter”** to shine a light on today’s urgent worldwide refugee crisis. With **“Moses the Freedom Fighter”** launched in March 2017 to major national and international media acclaim, the brothers are using their game’s visibility to raise global donations for Oxfam America’s Syria and Refugee Crisis Response Fund, as well as to raise awareness for World Refugee Day and the UNHCR’s #WithRefugees petition.

“It’s been six years since the Syrian conflict began, and conditions for our world’s refugees have only gotten worse,” comments Ayotree.com Co-Founder **Chinh Vu**. “The UN Refugee Agency (UNHCR) notes that today, 1 out of every 113 people is a refugee—the highest percentage since the UNHCR began collecting the data in 1951. And even as these refugees attempt to flee violence and oppression, they find too little sympathy or safety. We created our game to support refugees everywhere, so we’re excited to announce this donation campaign seeking to achieve at least \$10,000 by World Refugee Day on June 20, 2017.”

Ayotree.com’s status as a leading language school resource has ensured that **“Moses the Freedom Fighter”** can speak its message of freedom in many languages. The announcement of its **“10K for World Refugee Day”** campaign coincides with the release of the game in six additional languages—Filipino, French, German, Indonesian, Korean, and Russian, making it now available in 15 languages total, along with Arabic, Chinese (Simplified and Traditional), English, Hebrew, Italian, Portuguese, Spanish, and Vietnamese. Thus far, **“Moses the Freedom Fighter”** has been downloaded and played in 29 countries around the world, including Argentina, Australia, Bolivia, Brazil, Cambodia, Canada, Chile, Colombia, Costa Rica, Côte d’Ivoire, Dominican Republic, Ecuador, Germany, India, Indonesia, Mexico, Nigeria, Pakistan, Paraguay, Peru, Philippines, Portugal, South Korea, Spain, Thailand, Turkey, the United States of America, Uruguay, and Vietnam.

“We’re committed to showing our continued support for refugees, and to standing with Oxfam America, the UN Refugee Agency, and others making a difference in the lives of refugees,” adds Ayotree.com Co-Founder **Khoa Vu**. “We feel it’s important to remind them, ‘You are not alone.’ And in a world where mobile phones have become crucial tools for truth and social justice everywhere, we believe our mobile game will continue to make history—and a tangible difference. We’re also honored to be able to promote the #WithRefugees petition launched by the UN Refugee Agency, to help send a message to governments across the globe that they must at last do the right thing in supporting refugees seeking safety from genocide, danger, and oppression.”

World Refugee Day has been observed every year on June 20th since 2001, which marked the 50th anniversary of the 1951 Refugee Convention, and formed the basis for UNHCR’s mission to protect and assist refugees everywhere.

The #WithRefugees petition was launched by the [UNHCR](#) in 2016, to send a clear message to world governments to work together and do their fair share for refugees. Those who want to join UNHCR, the Vu brothers, and the nearly 1,500,000 others who have added their name and “stand #WithRefugees” can do so at <http://www.unhcr.org/refugeeday/petition/>. Those interested in supporting Ayotree.com’s “10K by World Refugee Day” fundraising campaign can do so at www.OxfamAmerica.org/Ayotree.

About “Moses the Freedom Fighter”:

“*Moses the Freedom Fighter*” is free and available now for iOS at [iTunes](#), and for Android via [Google Play](#). Each in-game ad view and donation from the game’s Oxfam America fundraising page supports exiles fleeing terror, genocide, and oppression. Interested supporters can donate directly to Oxfam America’s Syria and Refugee Crisis Response Fund via www.OxfamAmerica.org/Ayotree. The game’s efforts for refugees have thus far been covered by **NBC News**, **Los Angeles Business Journal**, **Pasadena Weekly**, **KFI AM 640**, **Nguoi Viet Daily News**, **Viet Bao Online**, and more. Learn more about “*Moses the Freedom Fighter*” and its inspirations by visiting www.FreeMoses.org, or follow on Twitter at [@MosesFighter](#), or on Facebook at www.Facebook.com/MosesTheFreedomFighter.

About Oxfam:

Founded in 1942, **Oxfam** (www.Oxfam.org) has been working with communities worldwide for over 70 years and is considered one of the world’s most active, innovative and respected non-governmental organizations. Today, Oxfam is a global confederation of 20 independent Oxfams, including **Oxfam America**, working with over 3,200 local partners in over 90 countries.

Oxfam America’s efforts also extend to Syria and the surrounding region, where fighting has claimed more than 300,000 lives and triggered a massive exodus. With close to 5 million people fleeing to escape conflict, Oxfam is currently providing lifesaving aid to displaced people, primarily in Lebanon, Jordan, Iraq and Serbia, and is also helping families to meet basic needs as they travel beyond the region to seek safety. To learn more about Oxfam’s work in Syria, visit www.OxfamAmerica.org/explore/stories/7-ways-you-can-help-refugees-right-now. For more on Oxfam America, visit www.OxfamAmerica.org.

About Ayotree.com:

“*Moses the Freedom Fighter*” is a free educational game from Ayotree.com, a cloud-based language school management system headquartered in Pasadena, California. The company’s software helps language schools manage mission-critical tasks that save time and money and is in use throughout Asia, Europe, and North and South America.

The release of “*Moses the Freedom Fighter*” exemplifies the company’s commitment to humanitarian and educational advocacy around the world and is an expression of the founders’ dedication—as former refugees themselves—to assisting the millions of others around the world who have experienced oppression, slavery, and racism. The game is currently available in Arabic, Chinese (Simplified and Traditional), English, Filipino, French, German, Hebrew, Indonesian, Italian, Korean, Portuguese, Russian, Spanish, and Vietnamese. Learn more about the company at www.Ayotree.com.

For more information on “*Moses the Freedom Fighter*,” its “10K by World Refugee Day” campaign, to review the game, or for additional images or interview opportunities with the game co-founders **Chinh and Khoa Vu**, please contact publicist **Angela Mitchell** at news@paranoidpr.com or (904) 982-8043.

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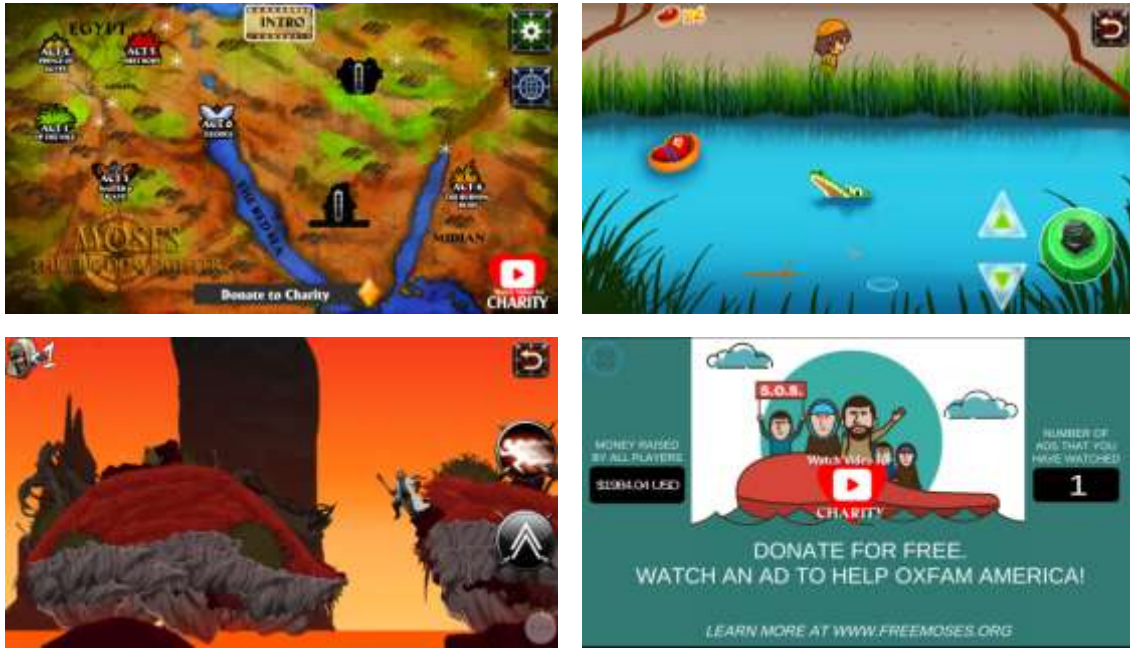
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“Moses the Freedom Fighter” Images/Screenshots

Please use these images when reviewing or covering Ayotree.com’s “Moses the Freedom Fighter” in the news. For additional image types or resolutions, please e-mail news@paranoidpr.com.



GAME SCREEN SHOTS: (Left to Right, Descending from Top Left) Main Menu (with “Watch Video for Charity” button), Level 1, Level 4, “Donate for Free” ad screen.



IMAGES (Left to Right): Ayotree.com Co-Founders Chinh Vu and Khoa Vu.

CAPTION: Ayotree.com, the company behind the landmark game “Moses the Freedom Fighter,” is seeking to raise “10K by World Refugee Day” (June 20, 2107) in donations benefiting Oxfam America’s Syria and Refugee Crisis Response Fund.