

WHO WILL WIN THE FIRST FORTNITE PEACE PRIZE?

The game is part of a campaign to raise awareness about The Red Cross's humanitarian work in conflict areas | Photo source [Evolve Talent](#)

[Innovation](#) > [Advertising & Marketing](#) > [Campaign rewards Fortnite players for saving lives](#)

CAMPAIGN REWARDS FORTNITE PLAYERS FOR SAVING LIVES



ADVERTISING & MARKETING

The new Fortnite game mode is part of campaign to raise awareness about the human cost of war and the work of the International Red Cross

Sign in or buy a plan to view this innovation

VIEW PLANS

SIGN IN

[Download PDF](#)