Play Like an Idol! Bingo Blitz and American Idol Team Up for an Exclusive In-Game Collaboration Starring Lionel Richie

Three lucky players will have a chance to win a VIP trip to the American Idol finale

HERZLIYA, Israel, March 6, 2025 /PRNewswire/ -- As Season 23 of American Idol® kicks off this week, Bingo Blitz®, the #1 free-to-play bingo game*, is teaming with American Idol to offer players their own golden ticket to Hollywood. As aspiring musicians from across the nation step into center stage, Bingo Blitz fans will be able to play alongside legendary superstar, Grammy®, Oscar®, and Golden Globe® winner Lionel Richie, who will have an exclusive in-game character throughout the season.

In-game, players will enjoy an exclusive American Idol experience hosted by Lionel Richie, where players will have access to an American Idol room within the Bingo Blitz game and challenge each other 1v1. Players have the opportunity to compete in a bingo challenge against other blitzers, making their way through the American Idol journey from auditions to the finale.

Lior Itzhak, Executive General Manager at Bingo Blitz, said:
"We are honored to bring Bingo Blitz to America's most talented stage, combining two iconic entertainment powerhouses. With both Bingo Blitz and American Idol boasting highly engaged and enthusiastic audiences, this partnership is a perfect match in celebrating talent, excitement and the thrill of winning."

Golden-ticket winners aren't the only ones going to Hollywood. Beginning March 23 until April 22, 2025, players will have three opportunities to enter Bingo Blitz's VIP Tickets for American Idol Finale Sweepstakes for a chance to win a trip to Hollywood for two to see the American Idol Season 23 Finale live on May 18, 2025. By logging into your Bingo Blitz account during the sweepstakes period or using the free mobile app, you'll be able to enter for free for a chance to win! For complete rules and details, visit www.bingoblitz.com. NO PURCHASE NECESSARY to enter or win. Must be a U.S. resident, 21 or older. Void where prohibited. Sponsored by Playtika Santa Monica LLC.

To kickstart the season, Bingo Blitz is debuting a brand-new TV spot featuring Lionel Richie inviting fans of the show to play against him in the Bingo Blitz app. In Lionel's words, "Karma's a Blitz," but that shouldn't deter fans from giving it their all to become a bingo idol.

Download and play Bingo Blitz for free (in-app purchases available) on the App Store and Google Play using this link for a chance to win: https://bingoblitz.onelink.me/789120864/73pinbum

About Bingo Blitz®

Bingo Blitz is the #1 free-to-play bingo game*, with a large community of players from all over the world. At Bingo Blitz, we care about our players and are driven by a commitment to provide them with the highest quality product and user experience. Through exciting narratives, innovative features, and virtual prizes, our mission is to reinvent the way people play Bingo, making Bingo a game accessible worldwide. Our unique social platform and content make it fun and easy for people to play and connect with each other worldwide.

American Idol Boilerplate

Led by music industry legends and all-star judges Luke Bryan, Carrie Underwood and Lionel Richie, plus Emmy® Award-winning host and producer Ryan Seacrest, "American Idol", currently in its eight season on ABC and milestone 23rd season overall, is the original music competition show and the gold standard of all music competition series. When "American Idol" debuted in the U.S., the series revolutionized television, pioneering the reality-competition genre and holding an unmatched record for being the highest-rated series for nearly a decade. The series also ushered in second-screen audience participation, being the first to introduce text-based and mobile voting. "American Idol" has been sold into over 150 countries around the world, with a worldwide audience of over 700 million. To date, "American Idol" has earned 57 Emmy nominations and eight wins, including the prestigious Governors Award in 2016, and the show's talented discoveries have already won 19 Grammys, two Golden Globes and an Academy Award, among numerous other accolades. "American Idol's" profound effect on the music industry is far-reaching and continually growing, launching the careers of superstars Kelly Clarkson, Carrie Underwood, Jennifer Hudson, Katharine McPhee, Adam Lambert and Chris Daughtry, among many others. "American Idol" contestants have sold more than 66 million albums, resulting in more than 63 Platinum records. Its participants have generated more than 500 Billboard No. 1 hits and sold more than 257 million digital downloads. "American Idol" is produced by Fremantle and 19 Entertainment. Executive producers include Megan Wolflick, also serving as showrunner with Eli Holzman and Aaron Saidman serving as executive producers

* Based on data.ai, Bingo Blitz is ranked first in terms of store revenue, downloads and active users among free-to-play bingo apps worldwide, 2024, iOS & android.

SOURCE Playtika Holding Corp

For further information: press@playtika.com

---

https://news.playtika.com/2025-03-06-Play-Like-an-Idol-Bingo-Blitz-and-American-Idol-Team-Up-for-an-Exclusive-In-Game-Collaboration-Starring-Lionel-Richie