



Mental Health Impact

The Global Crisis of Loneliness

Even before COVID isolation, [a study by Cigna](#) found an epidemic of loneliness, with 79% of Gen Z and 71% of Millennials saying they feel lonely.

A [Gallup poll](#) found that 12% of Americans have no close friends, up from 3% in 1990.

A CDC report found that [57% of U.S. teen girls felt persistently sad or hopeless in 2021](#), up from 36% in 2011.

Caused by Social Media

Health experts [are no longer saying that "maybe" social media is a cause](#). The more time we spend on the Internet, the less time we're spending in the real world with real people, and it's just not the same. The US Surgeon General 2023 report, [Our Epidemic of Loneliness and Isolation](#) says that the time that Americans spend with friends decreased 20 hours per month, from 2003 to 2020.

We Can Help

Experts say that to fight loneliness, people should [get outside more often and increase the people you come into contact with](#). But when you're depressed, sitting idle on a sofa, your whole body chemistry is shut down. Of course you don't feel like getting up and going out.

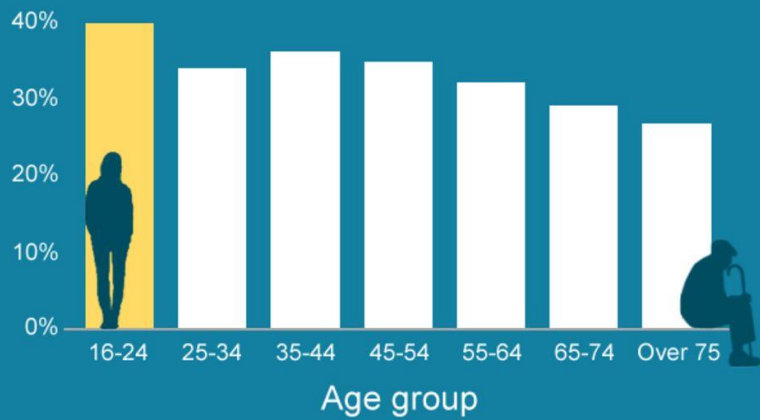
Our game can help. We give people a fun game incentive to get outside and walk around, which is good for mental and physical health. Our future game can let you meet someone new, give you a safe daytime public park to play in, and the game acts as an ice breaker and team building exercise, bonding you into being real world friends.

It's an outdoor alternative to sports. It's more creative than sports, and gets you moving, but doesn't require you to be an athlete.

Press Contact

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People in the survey who said they feel lonely 'often' or 'very often'

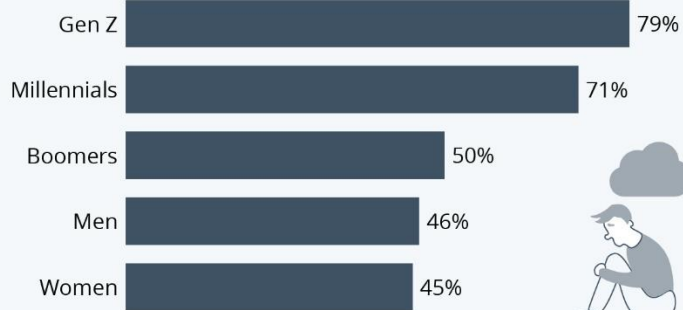


BBC

Gen Z Is Lonely

Percent of U.S. adults who are lonely, shown as demographics

61% of all U.S. adults reported feeling lonely, which is up 7% from last year



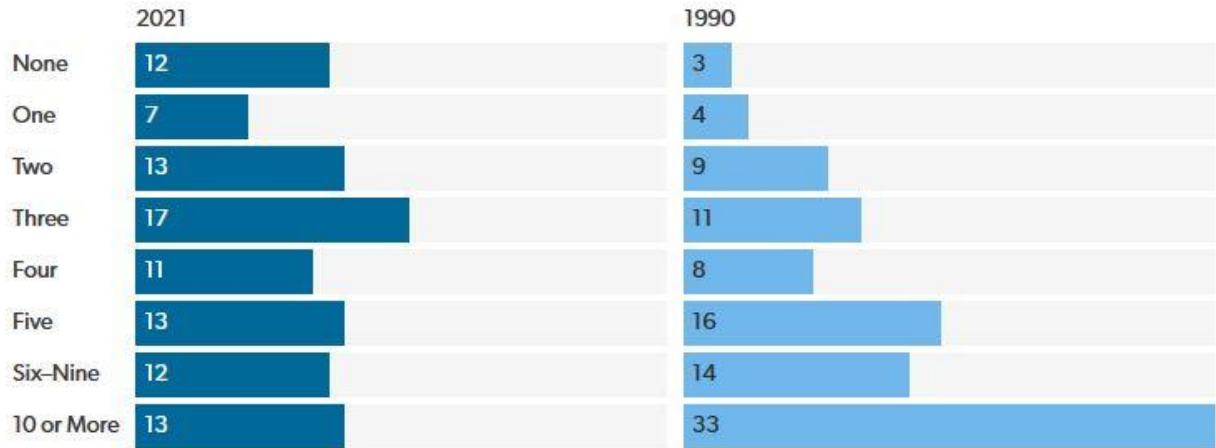
n=10,441 adults
 Survey was conducted during the summer of 2019
 Source: Ipsos Polling for Cigna U.S. Loneliness Index



statista

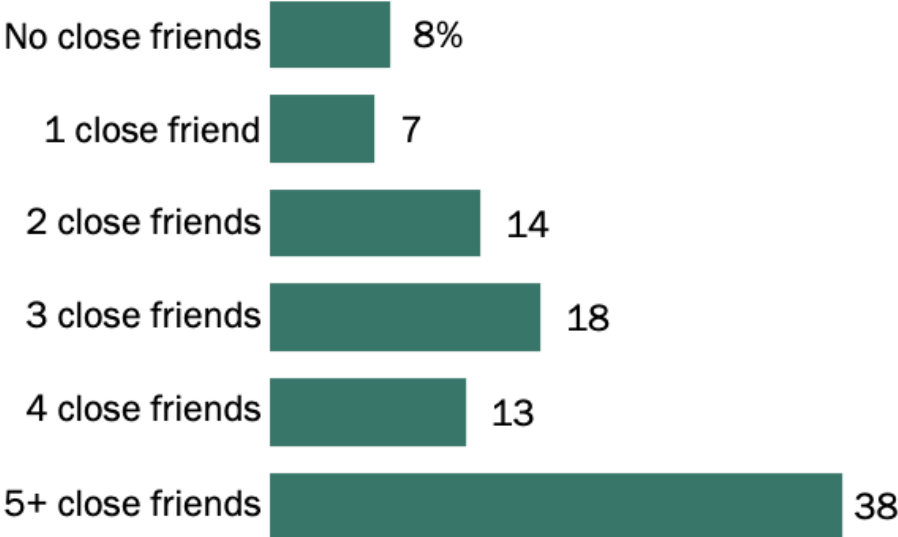
The Number of Close Friendships That Americans Have Has Declined Over the Past Several Decades

Percentage of Americans who say they have the following number of close friends, not counting their relatives . . .



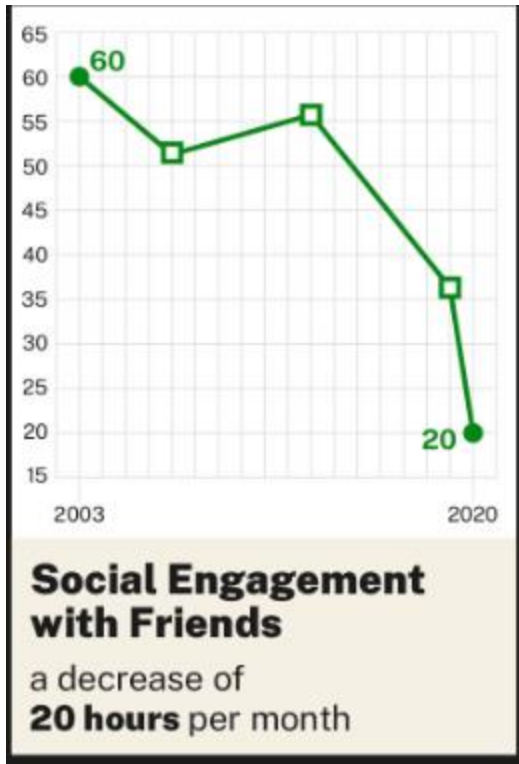
8% of Americans say they have no close friends; 38% report 5 or more

% saying that, not counting their family, they have ...



Note: Share of respondents who didn't offer an answer not shown.
Source: Survey of U.S. adults conducted July 17-23, 2023.

PEW RESEARCH CENTER



TEEN GIRLS WHO PERSISTENTLY **FELT SAD OR HOPELESS** INCREASED DRAMATICALLY FROM 2011 TO 2021

