# Plants vs. Zombies

**Plants vs. Zombies** is a <u>video game</u> franchise developed by <u>PopCap Games</u>, a subsidiary of <u>Electronic Arts</u> (EA). The first game, <u>Plants vs. Zombies</u>, was developed and released by PopCap before its acquisition by EA. After PopCap Games's acquisition, EA helped expand the game into a franchise on many platforms and few different genres.

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## History

### **Main series**

On April 1, 2009, PopCap released a music video for the song "Zombies on your Lawn" to promote *Plants vs. Zombies*. [1] A PopCap spokesperson, Garth Chouteau, revealed in an *IGN* interview that *Plants vs. Zombies* would be released soon on PC and Mac. [2] On April 22, 2009, PopCap released an official game trailer of *Plants vs. Zombies* on YouTube. [3][4] During the promotion of *Plants vs. Zombies*, PopCap released a demo version of the game that allowed you to play the game for thirty minutes. [5] *Plants vs. Zombies* was officially released on May 5, 2009, for PC and Mac. [6]

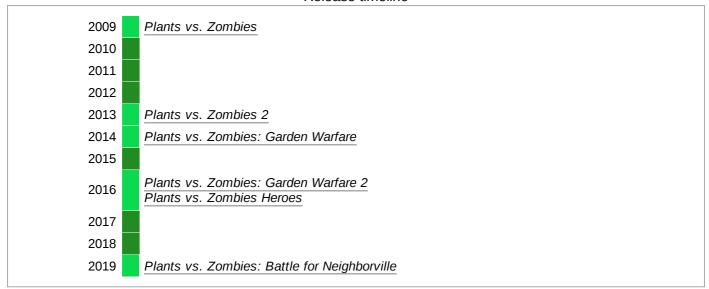
PopCap Games and its assets were bought by  $\underline{EA}$  on July 12, 2011, for 750 million dollars. Fifty employees were laid off in the Seattle studio of PopCap Games on August 21, 2012, to mark a switch of focus to mobile and social gaming.

On August 20, 2012, PopCap announced that they were working on a sequel to *Plants vs. Zombies*. [9] Its release date would be set at late spring of 2013. [10] However, the game's status was in doubt shortly after the announcement when the company went through a period of layoffs. [8]



In May 2013, PopCap Games released a trailer revealing a sequel to the first game, titled *Plant vs. Zombies 2*:

#### Release timeline



<u>It's About Time</u>. The game was <u>soft-launched</u> for the iOS in Australia and New Zealand on July 10,  $2013^{\boxed{13}}$  and was officially released on August 14, 2013, as a freemium title. The game featured new locations and plants along with the addition of plant food, a <u>power-up</u> that can be used to enhance a plant for a short period and can either be bought using in-game currency or acquired by defeating zombies that are glowing green.

In July 2019, EA announced <u>Plants vs. Zombies 3</u>, another free-to-play mobile title in the series. It was launched in a <u>pre-alpha</u> state for Android in July 2019. [16][17] The game soft-launched in February 2020 in the Philippines, Romania, and Ireland. It was then made unavailable in October 2020, becoming unplayable in November 2020. EA has plans to release an improved version of the game in the future. [19]

## Spin-offs

A spin-off called *Plants vs. Zombies Adventures* was announced in March 2013<sup>[20]</sup> and was released on May 20, 2013, on <u>Facebook</u>. The game added new locations and new plants. It also had a gameplay feature in which the player had a limited amount of plants and had to grow more plants at an in-game farm.<sup>[21]</sup> In July 2014, it was announced that *Plants vs. Zombies Adventures* would close down on October 12, 2014.<sup>[22]</sup>

Plants vs. Zombies: Garden Warfare was announced at E3 2013 as a multiplayer third-person shooter game developed for PC and consoles. [23][24] Plants vs. Zombies: Garden Warfare was released on February 25, 2014, in North America and on February 27, 2014, in Europe. [25] A sequel, Plants vs. Zombies: Garden Warfare 2, was teased in June 2015 and officially announced at E3 2015. [26][27] The game was released on February 23, 2016. [28] On March 10, 2016, PopCap announced Plants vs. Zombies Heroes, a digital collectible card game in the style of tower defense. It was soft released to certain countries on the same day, [29] and was fully released internationally on October 18, 2016. [30]

In August 2019, a closed beta of a follow-up to *Plant vs. Zombies: Garden Warfare 2* codenamed "Picnic" was made available to select players through invites. [31] On September 4, 2019, EA announced the game under the title *Plants vs. Zombies: Battle for Neighborville*. It was released at an <u>early access</u> state that same date. The game was fully released on October 18, 2019. [32][33]

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# **External links**

Official website (https://www.ea.com/ea-studios/popcap/plants-vs-zombies)

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