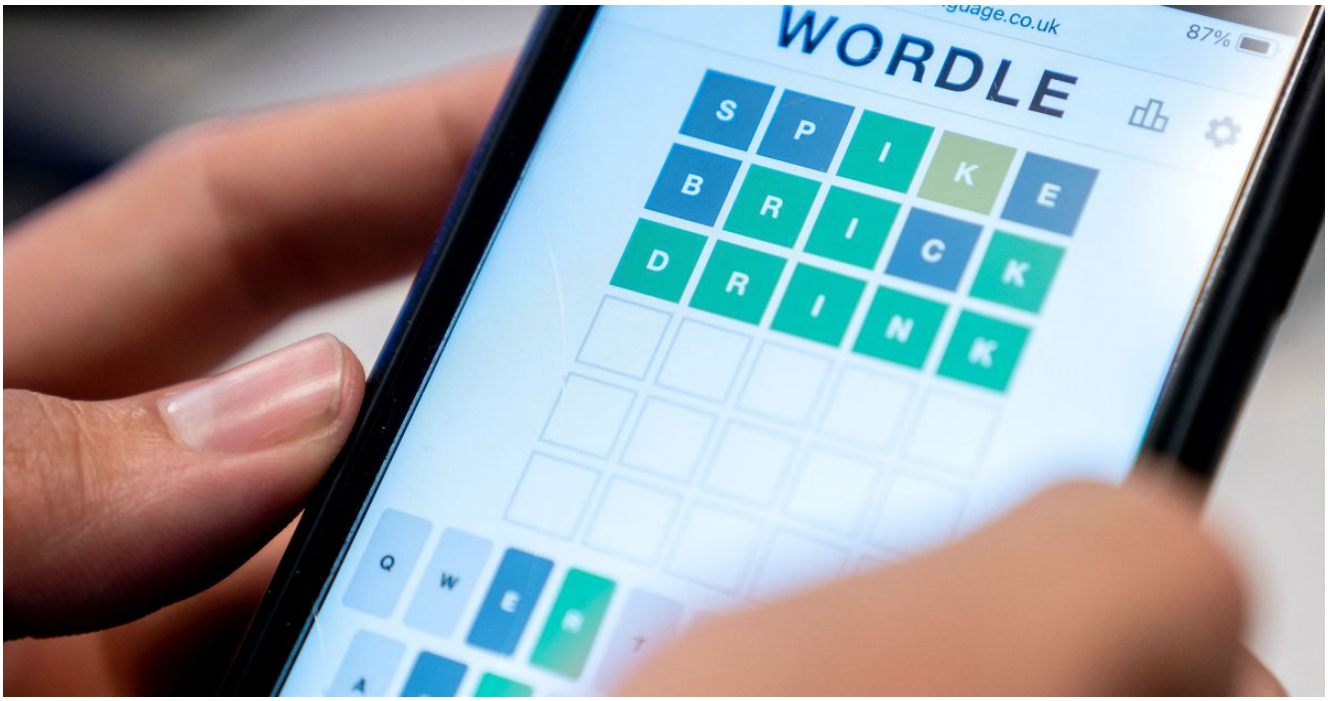
Wordle! and Wardle team up to donate proceeds from an unrelated app's popularity spike



Wordle is a free browser game, and a browser game only — it has no accompanying apps, something that some people (myself included, regrettably) might not realize during a time when nearly everything has an app.

This leaves plenty of room for fake *Wordle* apps to crowd app stores in an attempt to leech off of the word puzzle game's sudden rise in popularity. But there's one app coincidentally called *Wordle!* that's not a clone — it actually existed before the browser game itself. That's why its developer is teaming up with the mind behind the browser-based *Wordle*, Josh Wardle, to use its accidental success as an opportunity to give back, according to a report from *GameSpot*.

The story unraveled in a thread on Twitter, with *Wordle!* app developer, Steven Cravotta, detailing how his coding project

blew up five years after its creation, unknowingly riding on *Wordle*'s coattails. He developed an iOS app called *Wordle!* in 2017 to brush up on his coding skills, and while it got around 100,000 downloads, it wasn't as successful as a previous game he built, called *Grid*, so Cravotta decided to stop updating and promoting the app.

Cravotta says that downloads for *Wordle!* slowed to around one to two per day, but when the browser-based *Wordle* started taking off, so did his app. The app racked up 200,000 downloads in a single week, albeit from confused users who mistook it for the browser-based *Wordle*. Cravotta reached out to *Wordle* app developer, Josh Wardle, and let him know about his plans to donate the proceeds from his app to charity — Wardle sent out a tweet of his own to acknowledge the gesture.

Cravotta later confirmed that he and Wardle decided to donate any money earned by *Wordle!* to BoostOakland, a charity geared towards tutoring and mentoring young people in Oakland, California. When *The Verge* reached out to Cravotta, he told us that he has collected a little more than $2,000 so far and that he'll donate the total amount earned at the end of this month.

https://www.theverge.com/2022/1/16/22886523/wordle-wardle-app-donate-charity-popularity-spike