

THE 2010 GLOBAL GAME JAM™ BEGINS

*Premier Event to Foster International Game Development and Teamwork Kicks off in
38 Countries Around the World*

NEWPORT, SOUTH WALES – January 28, 2009 – The Global Game Jam™ (GGJ) an IGDA event, today announced that the 2010 Global Game Jam has begun. Starting with New Zealand, the first participating country to begin the GGJ, teams in Auckland and Dunedin have received this year's topic and now have 48 hours to deliver games based on that theme. The premier event promoting international game development and teamwork has 134 participating venues Across 38 countries around the world including: Argentina, Australia, Belgium, Brazil, Canada, Denmark, UK, Finland, France, Germany, India, Ireland, Israel, Italy, Japan, Lithuania , Mexico , The Netherlands, New Zealand, Norway, Philippines, Poland, Portugal, Qatar, Russia, Scotland, South Africa, South Korea, Spain, Sweden, Turkey, USA, Venezuela, Colombia and Wales. Participation has more than doubled, but despite there being over 40 British universities offering games related degrees, the University of Wales, Newport is still one of only 9 venues in the UK, of which 5 are private venues.

“With a keynote by Ste Curran, and this year's theme delivered to the first participants, the second annual Global Game Jam has begun,” said Susan Gold, founder of the Global Game Jam. “We hope that all of the participants have an enriching experience that grows their creativity, sense of teamwork, and open-mindedness for others' ideas.”

Dr. Mike Reddy, programme leader for Newport's BSc in Games Development and Artificial Intelligence degree, added “Game Jams foster innovation and experimentation. If you have ever wanted to really understand team work, push your comfort zone or go outside of your usual working method, then a game jam is for you. It's all about making games and in the GGJ you're part of a global experiment in creativity.”

Newport was one of the first venues to sign up for the first Global Game Jam in 2009, and like many of the other hosts had live streamed video, chat and Skype audio for both observers and fellow Jammers around the World. Dr. Reddy commented:

“It's the being part of something bigger that keeps participants going in the earlier hours, when they're tired from staring at a computer screen, panicking about whether they are ever going to finish their game. It is not for the faint of heart: It is two days of hard work, experimentation, little sleep, collaboration, cramped quarters, new friends, great idea, laughs, technical issues and the time of your life. In a very intense way, it is just like game development in Industry, working within constraints to tight deadlines. Participants in the GGJ 2010 can learn in one weekend more than some learn in a year.”

The GGJ works perfectly into the mission of the International Game Developers Association, ‘Connecting members with their peers & promoting professional development.’ A Game Jam is not a competition, it is unique "idea space" where sometimes things work and sometimes they don't. Everyone is given similar constraints and rules to make their games, so it is amazing how different and culturally diverse the games can be.” commented Susan Gold, who has been amazed at the phenomenal growth in the size of the event.

Dr. Reddy added “There were over 370 games finished and submitted last year. Of the 5 that Newport submitted, 2 were picked out for special mention by independent judges of the 2009

entries, and a third came very close. We are expecting over 800 games from all the participants, so the 'competition', if you can call it that, will be much tougher. All last year's games are available for free from the Global Game Jam web site, and the same will be true for this year."

For details on locations near you, some of which still have space and some allow spectators, check out the Global Game Jam website: <http://www.globalgamejam.org>

About Global Game Jam™

Global Game Jam™ (GGJ) was established in 2009 as an IGDA event with great success and media attention. Lives were changed, jobs found, ideas sold, collaborations and opportunities abound. GGJ brings together talented individuals and teams from around the globe and rallies them around a central theme, for which they have 48 hours to create their game. For more information on the Global Game Jam, including a database of downloadable games, photos and video from the 2009 event and more, visit: <http://globalgamejam.org>

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