

2010 GLOBAL GAME JAM™ ECLIPSES PARTICIPATION WITH MONTHS TO GO

*Premier Event to Promote International Game Development Talent
Already has 60 Venues for 2010*

San Francisco, CA – September 29, 2009 – The Global Game Jam™ (GGJ) an IGDA event, today announced the 2010 Global Game Jam is well on its way of tripling the size of its 2009 success. In 2009, the GGJ had 1650 participants across 23 countries and 54 venues. The GGJ already has over 75 committed venues signed up and is exceeding expectations as it becomes a “must-participate” event for 2010. In addition to the venue growth, the GGJ is launching its new website which will promote collaboration before, during and after The Global Game Jam. Information on partners, sponsors and keynotes will be announced in the coming weeks. The 2010 GGJ will take place January 29-31, 2010.

“The 2010 Global Game Jam is becoming a major event for developers worldwide,” said Susan Gold, founder of the Global Game Jam. “As participation grows and we gain more commitments each week, the value to our community and partners increases. Our success in year one will be eclipsed by the growth and size of our second annual GGJ.”

Game Jams foster innovation and experimentation. If you have ever wanted to make a game, be a part of a team, 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. A game jam is not for the faint of heart though. It’s two days of hard work, experimentation, little sleep, collaboration, cramped quarters, new friends, great idea, laughs, technical issues and the time of your life.

Everyone is given similar constraints and rules to make their games, it is amazing how different and culturally diverse the games will be. The Nordic Game Jam has honored GGJ with being the flagship Game Jam. The goal is to provide a vehicle for professional developers, students and hobbyist to come together and have an incredible experience in collaboration and inventiveness. 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.

For details on how to become a host location in your city or town, 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 at <http://globalgamejam.org>

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