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## **DESIGN A GAME AND HELP CURE CANCER**

**DESIGNERS are being invited to dream up an alternate reality game – and help cure cancer.**

**In a unique partnership, the games industry and Cancer Research UK are launching a competition to design a new ARG to capture the minds of young people and raise money for the charity.**

**It is expected to be the biggest ever ARG and the first to promote and raise money for a charity.**

**ARG designer Adrian Hon is the man behind the initiative called Let's Change The Game. He said: "Traditional forms of marketing are not effective when it comes to young people who are dividing their attention between the web, SMS, IM, Facebook, MySpace, mobile phones and TV.**

**"In order to reach them you need to you need to create a campaign that will talk to them in the way they talk to their friends – through every form of media available – that's what an ARG does."**

**Until now ARGs have largely been used for marketing TV shows, movies and products, including Steven Spielberg's AI, Heroes, Lost, Spooks and the forthcoming Batman movie.**

**Adrian said: "Games that have a serious purpose are gaining popularity as a way of engaging young people and encouraging activism. Let's Change The Game is very much a serious game but one whose effects will be felt directly by everyone fighting against cancer through the money it raises for Cancer Research UK."**

The competition will launch on October 1 and the 500-word game designs need to be in by November 16. The winner will be announced on January 31.

The winners will receive £1,000 to develop the game to be launched in summer 2008. It will then be promoted through the charity's website, 600 plus stores, mailings to over 20 million people, TV ads, and hundreds of live events and races across the country.

Competition judges include leading game designers and writers from around the world. There will be two rounds of judging.

Designs should be submitted online, through the website.

For more information about the competition, visit:

[www.letschangethegame.org](http://www.letschangethegame.org)

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### **Notes to editors:**

#### **Alternate Reality Games**

Alternate Reality Games are a new way of telling stories to hundreds of thousands of people at a time, using not only the Internet but every conceivable form of media available. Players search for clues using Google, contact characters via email and IM, receive updates by text message, decode messages in newspapers - and walk outside to see an airplane spelling out clues in the sky.

Unlike many other games, ARGs are about co-operation - they're about players around the world working together to solve challenges that are so big that they need thousands of people... not too different from the way scientists fight cancer. For more information about ARGs visit: [http://en.wikipedia.org/wiki/Alternate\\_reality\\_game](http://en.wikipedia.org/wiki/Alternate_reality_game).

#### **About Cancer Research UK**

\* Together with its partners and supporters, Cancer Research UK's vision is to beat cancer.

- \* Cancer Research UK carries out world-class research to improve understanding of the disease and find out how to prevent, diagnose and treat different kinds of cancer.
- \* Cancer Research UK ensures that its findings are used to improve the lives of all cancer patients.
- \* Cancer Research UK helps people to understand cancer, the progress that is being made and the choices each person can make.
- \* Cancer Research UK works in partnership with others to achieve the greatest impact in the global fight against cancer.

For further information about Cancer Research UK's work or to find out how to support the charity, please call 020 7009 8820 or visit [www.cancerresearchuk.org](http://www.cancerresearchuk.org)