

INDIE GAMES FOR GOOD RAISING MONEY FOR CHARITY

SAN FRANCISCO, CA – October 11, 2015 – On a Friday afternoon, a group of 20-somethings crowd around a flickering screen, laughing and shouting jibes at each other as they play some of their favorite video games. Normally, this would just be a fun pastime, but this time, it's much more. On October 16th, the IGG crew will kick off the fourth annual Indie Games for Good charity marathon benefiting Child's Play Charity, the Electronic Frontier Foundation, and GiveDirectly.

The Indie Games for Good marathon will be broadcast live on the internet, where viewers can tune in and donate money to charity. The event will run around the clock as long as the donations continue, spanning multiple days in the process. Over the course of the event, they will play through over 100 independently developed games, many of which will be chosen by the viewers who make donations. Viewers will also have the opportunity to win prizes, participate in live auctions and giveaways, ask questions of game developers who have agreed to do live interviews, and more. Over the last four years, the IGG crew have played over 300 hours and raised over \$50,000 for charity.

“One of the best things about the indie game community is how connected developers are with their fans,” says Elena Churilov, one of the event's coordinators. “We really wanted to stay true to that spirit with IGG, which is why we've made such an effort to reach out to both game developers and the gaming community at large. IGG is an opportunity to share games and have fun, while at the same time having a real positive effect on the world.”

Viewers can choose to split their donations between Child's Play Charity, the Electronic Frontier Foundation, and GiveDirectly. All donations solicited will go directly through PayPal to the official accounts of the charities and are tax-deductable.

The marathon goes live on October 16th at 12PM PDT. For more information or to watch the broadcast, visit <http://www.iggmarathon.com>. If you'd like to keep up to date, follow us on Twitter at <http://www.twitter.com/iggmarathon> or like us on Facebook at <https://www.facebook.com/iggmarathon>.

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