Unique HR incubator for gaming industry unveils two new games

25/08/2011

Innovation PEI

Eleven game design and animation graduates from across the Atlantic region have realized their dream of creating a video game at the Atlantic Technology Centre this summer. They have taken their idea from concept to a market-ready prototype. They have created two very exciting games, which will be unveiled at a Gala Event on the evening of August 25 at the Tourism and Culinary Centre in Charlottetown.

"Innovation PEI is proud to support an innovative program that helps address the human resources needs of the Gaming Industry," said Innovation and Advanced Learning Minister Allan Campbell. "This program shows the strength of the gaming industry in Prince Edward Island, and the cooperation that is taking place to achieve results that are capturing interest across the country."

"Congratulations to both development teams. These prototypes reflect a diverse talent base and creative innovation. Once again, Game Garage has successfully delivered the goods and helped develop and prepare regional talent for careers in Canada's digital media industry," said Gord Whittaker, Regional Director, Business Development Atlantic Canada for Telefilm Canada.

Game Garage is an initiative of the Interactive Media Alliance (IMA), the PEI-based interactive media industry association. The Game Garage was a three-month video game incubator project that took place in Charlottetown, PEI. This summer project was generously supported by the Interactive Media Alliance, Telefilm Canada and Innovation PEI. With this financial assistance, the IMA provided participants with the necessary office space, hardware and software, and salary required to build their games. The project ran from June 13 to August 26, 2011 at the Atlantic Technology Center in Charlottetown, PEI.

"Game Garage 4 is the best ever. Having two teams working side by side in friendly competition has made both projects stronger," said Chris Sharpley, President of the Interactive Media Alliance. "Game Garage is proving to be an invaluable program for building the game studios of the future."

Participants were chosen from a national competition that invited graduating new media students and recent graduates to submit original game concepts, or submit their resumes for a chance to work on someone else's concept. This year's successful entries were from game design and game programming graduates from the New Brunswick Community College – Miramichi Campus, Holland College, and the University of PEI. The three-month incubation period was used get the game prototype ready to be

pitched for sale, but if the grads would rather start their own company to market their game, then they have the option to set up shop in the growing game sector here on Prince Edward Island.

As for career options, some of the participants have already been hired by game studios from Island-based new media companies. The companies were partners in the Game Garage by providing mentorship to the students during the summer and had the advantage to see them at work, building a game.

About the Interactive Media Alliance of PEI
The IMA is an alliance of video game and other interactive media companies based in Prince Edward Island with a mandate to develop and support the new media and video game industry.

About Telefilm Canada

Telefilm Canada is a federal cultural agency dedicated to developing and promoting the Canadian audiovisual industry. Telefilm provides financial support to the private sector to create distinctively Canadian products that appeal to domestic and international audiences. Telefilm also administers the Canada Media Fund. Visit www.telefilm.gc.ca.

-30-

Media Contact: Ron Ryder