

For immediate release



Global Game Jam Sets Guinness World Record™ for Being The Largest Game Jam in the World

The Global Game Jam (GGJ), a project of the International Game Developer's Association (IGDA), announced today it will be shortlisted for inclusion in the upcoming Guinness World Records 2013 Gamer's Edition after being recognised as the World's **Largest Game Jam**.

Gaz Deaves, Gaming Editor for Guinness World Records 2012 Gamer's Edition, said: "In a time when games studios are expressing concern over the influx of programming talent into their industry, it's great that Global Game Jam can act as fertile ground to nurture the next generation of superstar developers. This is a brilliant example of what a community of like-minded people can achieve and this record is a strong contender for inclusion in the next Guinness World Records Gamer's Edition."

The fourth Global Game Jam was held January 27-29, 2012 in 242 locations worldwide. This year 10,684 individuals participated and 2,209 game projects were created. Jam sites were organized in a record 47 countries, including for the first time in Hungary, Iran, Panama, Peru, Romania and Uruguay.

"We have experienced phenomenal growth in the past four years," said Global Game Jam director Gorm Lai. "Being included in the Guinness World Records book will be a tremendous honor and is a credit to the hundreds of organizers and volunteers that make this unique event possible year after year."

This year's GGJ is being followed by a number of "play parties" where game enthusiasts have a chance to play and comment on the thousands of new games that have been created. The events are to take place in the following weeks. All games are accessible from the Global Game Jam website.

The next Global Game Jam is scheduled for January 25-27, 2013.

Contact: info@globalgamejam.org