

The Global Game Jam™ announces Microsoft Studios & Imagine Cup  
as its 2013 Headline Sponsor

*World's largest 48 hour game design event takes place  
worldwide January 25-27, 2013*

**SAN LUIS OBISPO, Calif. – December 4, 2012** - [Global Game Jam Inc.](#) today announced that Microsoft Studios & [Imagine Cup 2013](#) have extended their leading role within the games industry by becoming GGJ's Headline Sponsor for 2013. The Global Game Jam™ is the world's largest game creation event that fosters the development of innovative and experimental game concepts while promoting global collaboration and teamwork.

GGJ is a creative incubator for game makers to challenge, innovate and experiment within their craft. GGJ brings together thousands of game development enthusiasts participating through many local jams around the world on a single weekend.

"The Global Game Jam provides us with the opportunity to support creativity and innovation in the games industry and reach a new generation of game developers," said Kent Foster, Director of University Talent Development & Outreach at Microsoft Studios. "With Imagine Cup, we invite all eligible students to use their imagination and passion to create a technology solution in one of several competitions and challenges," said Jennifer Ritzinger, Sr. Director for Academic Engagement at Microsoft's Developer and Platform Evangelism team.

"Microsoft's commitment to community and innovation is unequal in the game industry," said Susan Gold, President and co-Founder of the Global Game Jam added. "Microsoft Studios and the Imagine Cup are the perfect partners for the Global Game Jam and we hope being our headline sponsor is as rewarding to them as it will be to the GGJ and our participants."

For more information on how to participate in GGJ 2013:

<http://www.globalgamejam.org>

For more information about how to participate in Imagine Cup 2013:

<http://imaginecup.com>

For more information about games internships and full time positions:

<http://www.microsoft.com/univeristy>

### **About Global Game Jam**

The GGJ is the annual event of Global Game Jam™, Inc. 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. Collaboration, Experimentation & Innovation. For more information on the Global Game Jam™, including a database of downloadable games, photos and video from previous events and more, visit: <http://globalgamejam.org>. Twitter: #ggj13

### **About Imagine Cup**

Microsoft's Imagine Cup is the world's premier student technology competition that invites students to use their brain power and passion to create an application for a wide variety of contests that focus on innovation, games, or world citizenship. Winners win cash and travel, including a trip to St. Petersburg, Russia, and up to \$50,000 (USD).

Do **you** have an idea for a gaming experience that could transform how we play? **Imagine Cup** is where students can make it happen and share it with the world! Create a game on your favorite gaming platform: Windows (PC or touchscreen), Windows Phone, Xbox Indie Games, or Kinect SDK. Embrace your love of gaming and show us what you can do.

Be fearless: Use the Microsoft platform to change up an existing genre, make something crazy and new, or deliver a killer new visual style. Let your skills in game design, art direction, and storytelling run wild. Take the first step and you never know what could happen. The future of gaming is in your hands!

For more information, visit: <http://imaginecup.com>  
Twitter: #imaginecup

### **About Microsoft Studios**

Ten years ago, Microsoft introduced the world to Xbox LIVE, defined at the time as "the first comprehensive, online game arena fully dedicated to fast-action broadband gaming experiences." Since then Xbox LIVE has evolved to become Microsoft's premier entertainment service for the TV, phone, PC and tablet. The Microsoft Studios University Program actively recruits undergraduate and graduate talent across multiple disciplines including Developer, Test, Producer/Program Manager, Artist/Animator, UX/Game Designer, User Research, Analytics/Business Intelligence, Production Design, Motion

Graphics/Video Editing, Audio/Sound Design, Music Composition, and VO specialists.

Twitter: #MicrosoftJobs

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Contact Info:

Zuraida Buter

[zuraida@globalgamejam.org](mailto:zuraida@globalgamejam.org)

Susan Gold

[susan@globalgamejam.org](mailto:susan@globalgamejam.org)

mobile: +1 415 286 3489