



*Calling all Video Game Entrepreneurs:
The Deadline to Enter the Vortex 2007 Game Competition is May 31st!*

Toronto, May 24, 2007 – The Vortex 2007 Game Competition is calling on students studying game design, graduates trying to break into the field, developers in the field, or budding entrepreneurs to submit their game concepts to win the opportunity of a lifetime.

Unlike other game competitions, Vortex 2007 is not about producing a game – it's focused on helping video game creators build their business skills by giving them step-by-step workshops about how to create, finance, pitch, market and sell their idea as well as the opportunity to be mentored by best in the business. Whether they win or not, all participants will leave with a priceless education and networking connections to kick start their ideas and turn conception into commercialization.

Creators, 18 years of age and older, are invited to submit a one-page high concept treatment, and a one page CV/bio, along with their online submission form at www.vortexcompetition.org, by **May 31, 2007**.

The competition will take place in June and July, beginning with a series of free, public coaching sessions June 2nd and 4th at the International Academy of Design & Technology in Toronto. The incredible line up of sessions includes: Creating the Idea (Jason MacIsaac, Cerebral Vortex Games), Pitching the Idea (Trevor Fencott, Groove Games), Selling the Idea (Warren Currell, Sherpa Games), Financing the Idea (Vikas Gupta, Transgaming Technologies), Investing in the Idea (Ted Anderson, Ventures West), Hying the Idea (Heather Steele, High Road Communications), and Reporting the Idea (Amber MacArthur, CityTV).

Then on June 18 to 21st the competition heats up when 48 entrants will be invited to give a 20-minute pitch to a panel of industry experts from companies such as Yahoo, Telus, Ventures West, and Groove Games to convince them they are ready to move forward with the commercialization process. Each day a platform winner (mobile, internet, PC, console) will be selected and then enter the mentorship process to work with various experts and refine their business plan.

Finally, on July 19th the four winners will present their pitch to a specially empanelled jury, and will select the overall winner who will be awarded the Grand Prize of \$2,500.

Now in its third year, Vortex 2007, a project of The McLuhan International Festival of the Future (MIFF) is delighted to present this opportunity with the support of its new partner, The International Academy of Design and Technology (IADT).

We are also pleased to thank our sponsors: Telefilm Canada and OMDC for their gracious support, and Microsoft Canada for the prizes of four Xbox 360 videogame and entertainment systems.

Visit www.vortexcompetition.org for further information on the program schedule, the venue, the coaching sessions, competition details, entry and registration. All sessions will take place at IADT, 8th floor, 39 John Street, Toronto, Ontario M5V 3G5 Canada. Contact admin@vortexcompetition.com to reserve space or for more information.

- 30 -

Media Contact:
Sari Ruda
McLuhan International Festival of the Future
416-944-8105
sruda@mcluhanfestival.com