



# CHANGE THE GAME

DESIGN CHALLENGE

Hello!

Did you know that 65% of women play mobile games, making-up half of all mobile gamers? Even though women are playing mobile games like never before, yet only 23% of the game developers identify as women.

To combat this, Google Play launched the Change The Game initiative. Our mission is to make mobile gaming truly for everyone and empower the next generation of game creators to step forward and make games they want to play and see in our future.

We're inviting you to encourage your students to enter **Change The Game Design Challenge**. Students can use their creativity and skills to create their own mobile game idea. The grand prize winner will receive a **\$10,000 college scholarship and \$15,000 for their school's technology program**. The five finalists will win a VIP trip to E3 (Electronic Entertainment Expo) to showcase their game design, receive mentorship from leaders in the industry, and join a celebration of women in gaming.

To help you get started, we've provided a classroom activity you can use to motivate students to enter the contest. No game-making experience is necessary to lead your class to create cool game ideas.

We recommend students spend at least 1 hour creating their unique mobile game idea. No computer science skills are necessary, only an imagination and writing skills to share their vision for a game. If able, students are encouraged to share sketches or visuals of their game characters, settings, or more.

All students aged 13-18 in the U.S. are eligible to participate in the contest. All contest entries must be submitted by May 16, 2018.

For more information on the contest and prizes, visit [play.google.com/about/changethegame/#challenge](http://play.google.com/about/changethegame/#challenge)

We look forward to seeing your students' creativity in action!

The team at Google Play Change The Game

