

SAFE IN OUR WORLD, A UNIQUE MENTAL HEALTH CHARITY FOR THE VIDEOGAMES INDUSTRY LAUNCHES ON WORLD MENTAL HEALTH DAY

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Industry Veterans Rally to Offer New Destination and Support for Those in Need; Launches Programs including Support For Game Makers Beginning with BAFTA Young Game Designer Winner, Emily Mitchell, for Fractured Minds

London, United Kingdom, October 10th 2019 – Safe In Our World (www.safeinourworld.org), a new mental health charity for the video games industry launches today on World Mental Health day with the aim of raising awareness of mental health issues among gamers and creators, and affecting positive change within the video games industry. With over 50 percent of the world's population playing video games, and one in four people globally affected by mental health issues, the task ahead is daunting, but Safe In Our World will drive forward initiatives to support and help players around the world.

Safe in Our World is an accredited charity supported by industry luminaries, veterans and ambassadors across the world, and its mission is to create an online destination where people can seek help, gain access to resources and information, and discover stories from real people within and surrounding the games industry. Safe in Our World aims to enable conversations by destigmatizing the mental health conditions; helping a generation of creators, professionals and players come together in support of each other.

The first initiative from Safe In Our World is to highlight mental health issues through vital exposure in gaming experiences; beginning with Fractured Minds from 2017 BAFTA Young Games Designer award winner, Emily Mitchell, then a young 17 year old who found solace through game development. More projects will be announced in the coming weeks that will be supporting Safe In Our World.

Fractured Minds depicts Emily's personal journey through mental health issues and reflects the true spirit of the positive effects that video games can have on the lives of players. Wired Productions will publish Fractured Minds, with eighty percent of all game profits to be split evenly between a private fund for Emily's future and to support Safe In Our World initiatives which will help others.

Launching soon on digital platforms for PC, Xbox One, PlayStation® 4 and Switch, Fractured Minds will cost just £1.59 / €1.99 / \$1.99, by Wired Productions, an independent global publisher known for supporting indie developers from around the world.

Founded by gaming industry veterans Gareth Williams, Leo Zullo and Neil Broadhead, with involvement from Aaron Cooper and Al Hibberd, who envisioned creating a haven for gamers and others dating back to 2017. The team worked meticulously to research the necessary steps to create

Safe In Our World, which is supported by a diverse range of like-minded international companies and individuals equally as committed and passionate about helping those in need. Information on those involved is available to view online.

Safe In Our World welcomes the interest of video game developers, publishers, service providers and content creators in how they can support the charity.

Chair and Trustee, Leo Zullo commented, "The video games industry creates worlds for a huge number of vulnerable people, and it is our duty to help and support them. We can reach them and share this message if we work together; we can actually make a difference." He continued, "Safe In Our World is the first step in these efforts, and we're delighted with the response within the industry and the partners and individuals who are joining this initiative."

Gina Jackson, Trustee for Safe In Our World commented, "There's so much work to do in both awareness and the changing of attitudes within our industry, as well as within the communities we create and serve. Safe In Our World takes its first steps today, and we're delighted that Emily has allowed Fractured Minds to support the charity. It's such a poignant experience, and one we're humbled she's allowing us to share with the world in aid of Safe In Our World."

Safe In Our World launches today in support of World Mental Health Day. The website, www.safeinourworld.org is online now and will see features added in the coming months.

Safe In Our World is a registered charity in England and Wales no. 1183344 but its objectives and mission is global.

For more information, and to download press assets, please visit:

Safe In Our World <http://bit.ly/SafeMedia>

Fractured Minds <http://bit.ly/FracturedMindsPR>

SOCIAL MEDIA:

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For press enquires please email press@safeinourworld.org

ABOUT SAFE IN OUR WORLD

Safe In Our World is a registered charity in England and Wales no. 1183344. A team of seasoned gaming veterans passionate about mental health brainstormed for over two years over ways they could make a difference. Launched on World Mental Health Day on October 10th, 2019, its aims are to raise awareness of mental health issues within the video games industry, and to provide resources, signpost help, and to drive change for everyone connected with the industry, for developers, publishers and service providers, to content creators and players. Its initial mission is to create an online destination where people can seek help, gain access to resources and information, and discover stories from real people within and surrounding the games industry, with more detailed policies available via the website. Safe in Our World is a worldwide hub accessible for anyone in need.