

SAFE IN OUR WORLD LAUNCHES #LEVELUPMENTALHEALTH GLOBAL CAMPAIGN WITH SUPPORT ACROSS THE VIDEOGAMES INDUSTRY

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The Embracer Group Network N And More International Companies Join As Partners

London, May 20th 2020 – Videogames Mental Health Charity, Safe In Our World (www.safeinourworld.org), today announced the #LevelUpMentalHealth global campaign with support from major game companies across the videogames industry beginning mental health awareness week 2020. The campaign is the latest initiative as Safe In Our World continues to roll out dedicated efforts to rally the industry to support those affected by mental health ailments.

The #LevelUpMentalHealth campaign seeks to challenge the videogames industry to unite and commit to positive change, starting with workplaces, ensuring working environments are always safe and supportive of the mental health of its talent.

To join the campaign, visit <https://safeinourworld.org/level-up/> and view the campaign launch video online: <https://youtu.be/pckVTthmVXc>

To arrange interviews with key Safe In Our World spokespersons, please contact press@safeinourworld.com.

As part of the initiative, Safe in our World has co-created an employer's mental health toolkit, giving guidance and empowering developers, publishers, and service providers to place positive mental health at the forefront of their plans.

Gaming companies and notables from around the world have continued to join Safe In Our World in its mission, and today the charity announced the latest partners, consisting of leading game publishers, developers and service providers committed to the cause.

Embracer Group, a parent company within the gaming industry, with over 160 owned franchises and 31 internal game studios across 40 countries joins Safe In Our World as a partner. This commitment will give Embracer Group the possibility to provide its subsidiaries with toolkits and other supporting materials from Safe in our world.

“Supporting Mental health awareness is important for us. We are a growing group and with size comes responsibility. Our people are our greatest asset. Committing to Safe in our world, gives us the possibility to provide our subsidiaries with tools on how to engage in this issue. From us, it's a commitment to raise awareness of mental health in our group, and this allows us to level up together”, Said Karin Edner Corporate governance and sustainability coordinator of Embracer Group.

Games media business Network N, which publishes sites like PCGamesN, TheLoadout and PocketTactics, and runs a portfolio of over 120 games sites and a games marketing agency also joins as a founding partner.

“Ensuring the mental wellbeing of all of our employees is paramount to Network N, and we’re happy to join the Level Up Mental Health campaign as a founding partner. As we take steps as a company, we are delighted to be involved with Safe in our World, and in this campaign to help drive the industry forward,” commented Tim Edwards, Chief Operating Officer, Network N.

In addition, Safe In Our World is delighted to welcome 505 Games, Auroch Digital, Caged Element, Camel 101, Curve Digital, Explosive Alan, Fantical, Genba Digital, Heaven Media, Honest PR, Koeken Interactive, LKA, Mediatonic, NeoHype, NextGen Skills Academy, One PR Studio, OPM Jobs, Outright Games, Polystream, PressEngine, Rethink Mental Health, Renaissance PR, Ripstone games, Sheridans, Sold Out, Take This, UberStrategist, UKIE and Wired Productions.

Leo Zullo, Chairman of Safe In Our World said, “We’re beyond proud to see so much support for our cause from the industry, but now it’s time to turn that support into action. The #LevelUpMentalHealth campaign will form a major part of our activities now and in the future.”

The #LevelUpMentalHealth campaign challenges are:

- Commit to taking the first steps in rolling out a mental health policy in the next 12 months
- Join Safe in our World as a partner and commit to supporting mental health within the videogames industry
- Help spread the message to creators and players by sharing messaging and signposting inside the workplace and externally to players via media channels.

Safe In Our World welcomes interest from developers, publishers or service providers globally. To find out how, please visit: <https://safeinourworld.org/level-up/>.

Officially unveiled in 2019 on World Mental Health Day, 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.

In 2020, Safe In Our World will make more announcements and share updates on its efforts and impact to the global gaming community. It continues to work with Rethink, Gaming Aid, Take This and other mental health organizations around the world.

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>

SOCIAL MEDIA:

twitter.com/safeinourworld

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For press enquires please email press@safeinourworld.com.

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.