



Games for Change Announces First Round of Speakers Driving Global Change Hail from Minecraft, UNICEF, PBS KIDS, GLAAD & Fred Rogers Production

2024 Games for Change Festival Registration Now Open

NEW YORK (March 14, 2024) - Today, the [Games for Change Festival](#) (June 27 - 28), the premier event for social impact gaming and XR, announced the first round of speakers and global change makers hailing from Minecraft, Netflix, UNICEF, PBS KIDS, GLAAD and more. Today, registration for the event also opened. This year's Festival theme, "The 2030 Marker: A Catalyst for Global Change," draws inspiration from the United Nations' Sustainable Development Goals (SDGs), and it will showcase the critical role games, and XR can play in fostering innovation, creativity, and community involvement to improve the world.

"We are at a pivotal moment where gaming and XR are not just entertainment but powerful platforms for advocacy, education, and societal transformation," said G4C President Susanna Pollack. "This year's Festival is a testament to the innovative spirit and growth of our community, showcasing a range of voices, both new and old, leveraging these mediums to address pressing issues in a rapidly evolving world."

Featured Speakers Include:

- Ava Volandes, Director, Social Impact, Minecraft
- Shuli Gilutz, PhD, Programme Officer (Child Rights & Digital Business), UNICEF
- Corinne Dey, Director of Technology (Games), PBS KIDS
- Cameron Kostopoulos, Founder and CEO, Kost, Award-winning Creator of Body of Mine
- Tristan Marra, Vice President of Research & Reports at the GLAAD Media Institute, GLAAD
- Dr. Walter Greenleaf, Neuroscientist, Virtual Reality, and Digital Health Expert at Stanford University Virtual Human Interaction Lab
- Melanie Harke, Interactive Producer for Daniel Tiger's Neighborhood and Donkey Hodie, Fred Rogers Productions

Games for Change is proud to continue partnerships with organizations such as Verizon, Unity, the Mayor's Office of Media and Entertainment (MOME), the Entertainment Software Association (ESA), Netflix, and LEGO.



The two-day Festival at the Parsons School of Design in New York City will spotlight programming curated by experts across various sectors. Lindsay Grace, Knight Chair in Interactive Media and Director of the MFA in Interactive Media at the University of Miami School of Communication, will curate the Civics & Social Issues track. The Digital Health & Wellness track will be curated by Kris Severson, Founder of Game Plan Consultancy, and the Games & Learning track will be led by Nick Schiner, Director, Peer-to-Peer Professional Learning at Digital Promise. Each curator aims to blend insights from industry veterans and emerging voices, integrating XR technology to discuss gaming's powerful societal contributions.

The Festival is a dynamic hub for discussions about innovation in gaming and XR, where attendees will connect with a global community of changemakers, developers, educators, and other industry members. Attendees can expect diverse networking opportunities, from themed discussions and speed networking to exclusive meeting spaces supported by interactive sessions, including keynotes, panels, and workshops, all fostering deeper connections in the industry.

The event will feature the annual G4C Awards and Awards Arcade, honoring the year's best games and XR projects. G4C will also continue a partnership with ONX, founded by the Onassis Foundation and NEW INC., for the "G4C Immersive Arcade," which will feature some of the best social impact immersive experiences of the year.

Early bird tickets for the event are available now through April 8, 2024.

ABOUT GAMES FOR CHANGE

Since 2004, Games for Change (G4C) has empowered game creators and innovators to drive real-world change, using games and immersive media that help people learn, improve their communities, and contribute to making the world a better place. G4C partners with technology and gaming companies, nonprofits, foundations, and government agencies to run world-class events, public arcades, design challenges, and youth programs. G4C supports a global community of game developers using games to tackle real-world challenges, from humanitarian conflicts to climate change and education.

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