



## Games for Change Announces 22nd Annual Festival Focused on “Designing for Tomorrow”

*The 2025 Games for Change Festival will take place June 26-27 at the Parsons School of Design in New York City.*

*Call for Speakers and Game Awards Open through February 5*

**NEW YORK, January 31, 2025** – [Games for Change \(G4C\)](#) will host its [22nd annual Festival](#) at Parsons School of Design at The New School in New York City June 26 - 27. For over two decades, the G4C Festival has been the premier global event for bringing together game developers, creators, educators, and social innovators who believe in the power of games and immersive media to drive real-world change.

Under the theme “Designing for Tomorrow,” the Festival will explore how games and immersive media can foster collaboration across generations, perspectives, and sectors. During the two-day Festival, attendees will engage in keynotes, panels, workshops, and networking opportunities centered around three primary tracks: Games & Learning, Civics & Social Issues, and Health & Wellbeing. XR programming will be integrated throughout all tracks.

New this year, G4C will host a Masterclass series on June 25, where industry leaders and game design experts will lead in-depth learning sessions. Participants will have the opportunity to learn from high-profile gaming professionals as they share their expertise on topics like in-platform game development, the power of play and design, and securing funding. These are carefully curated sessions tailored for the G4C community.

The Games for Change Awards ceremony on June 26, a cornerstone of the Festival, will celebrate excellence in social impact games and immersive media. Categories include Most Significant Impact, Best in Innovation, and Best Narrative, among others. This year, the Awards ceremony introduces a new category, “Best Platform-Based Project,” recognizing impactful games and immersive experiences created within established gaming platforms (such as Minecraft, Roblox, or Fortnite Creative) that leverage built-in tools and communities to drive meaningful social impact.

“For 22 years, the Games for Change Festival has been a meeting ground for cross-sector innovation in games and immersive media,” said Susanna Pollack, President of Games for Change. “As our industry continues to evolve, we’re expanding our programming to meet the moment. Our new Masterclass series and enhanced awards program reflect the growth and excitement of our sector. We’re thrilled to return to Parsons, where we can build on this momentum and foster the next wave of collaboration and innovation.”

Speaker and Award submissions are open until February 5, 2025. For more information, visit [festival.gamesforchange.org](https://festival.gamesforchange.org).

### **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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### **Games for Change Press Kit:**

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