

Games for Change to “Reimagine Play,” Featuring Leaders from PBS KIDS, EA, Neopets, SYBO, BBC, and More at 2026 Games for Change Festival

The 23rd Annual Festival Takes Place July 21-22 at The Glasshouse (NYC)

2026
GAMES
FOR
CHANGE
FESTIVAL

FEATURED SPEAKERS

July 21-22 | The Glasshouse NYC

 Manon Dave Head of Future World Design, BBC R&D	 Sara DeWitt Senior VP and General Manager, PBS KIDS and Education, PBS	 Dominic Law CEO, Neopets	 Rachel Kowert Researcher, University of Cambridge	 Alan Lewis Head of Global Corporate Communications, Take-Two Interactive
 Lily Li Producer, EA Games	 Mathias Gredal Norvig CEO, SYBO	 Stanley Pierre-Louis President and CEO, Entertainment Software Association	 Jesse Schell CEO, Schell Games	 Constance Steinkuehler Professor of Informatics, University of California, Irvine

#G4C2026

NEW YORK, May 14, 2026 – At a moment when play is evolving far beyond entertainment, [Games for Change](#) (G4C), the largest nonprofit championing games and immersive media for social impact, today announced its first wave of speakers for the 23rd annual Festival, taking place July 21-22, 2026, at The Glasshouse in New York City.

The Festival will convene global game industry leaders, developers, educators, and social innovators under the theme "Reimagining Play" – shaping how we experience the world, connect, and drive real-world impact.

Featured speakers include:

- Alan Lewis (Head of Global Corporate Communications, Take-Two Interactive)
- Constance Steinkuehler (Professor of Informatics, University of California, Irvine)
- Dominic Law (CEO, Neopets)
- Jesse Schell (CEO, Schell Games)

- Lily Li (Producer, EA Games)
- Manon Dave (Head of Future World Design, BBC R&D)
- Mathias Gredal Nørvig (CEO, SYBO)
- Rachel Kowert (Researcher, University of Cambridge)
- Sara DeWitt (Senior Vice President and General Manager, PBS KIDS and Education, PBS)
- Stanley Pierre-Louis (President & CEO, Entertainment Software Association)

“Play shapes how people learn and connect with each other, yet it tends to get treated as an afterthought in conversations about technology and culture,” said Games for Change President Susanna Pollack. “Reimagining Play is about asking what we want games and interactive media to be doing in people’s lives, and that’s a question for the whole community to take on together at this year’s Festival.”

Programming for 2026 extends beyond sessions to include several other formats. The new Playtest Lab will pair creators of early-stage games and immersive works with curated review panels for structured feedback around accessibility and inclusivity. The annual Games for Change Awards ceremony will recognize the year’s most impactful games and immersive experiences. Topic Tables return this year for small-group deep dives into timely issues, and attendees can play featured titles in the G4C Arcade across both days of the Festival.

Additional speakers and program details will be announced in the coming weeks. Regular-priced tickets are available until July 5, 2026, with discounts offered for nonprofits, educators, and students. View the full Festival lineup and register at festival.gamesforchange.org.

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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. To learn more, visit: <https://www.gamesforchange.org>

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Games for Change Press Kit:

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