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## Violent Video Games Amazing for Sick Children

KITCHENER, ON – Ultra violent video games are awesome, and anyone who doesn't agree hates kids. That's this year's message from Headshots from the Heart, a Borderlands 2 charity gaming marathon that raises money for Child's Play. The third annual event will take place May 3rd at Kwartzlab in Kitchener, Ontario when community minded players will rack up headshots for 24 hours straight with the goal of raising cash to put fun and games into the hands of hospital-bound kids.

"Our aim has always been to find a way for gamers to give back," said Jim Tigwell, one of the creators of the event. "Violent video games, specifically first-person shooters like Borderlands get a bad rap in the media. We want to show that balanced, productive members of society enjoy these games too, and can do it for a good cause."

Headshots, as it is referred to in short by the team, started as gaming marathon but has grown to include a local gaming party, including board and computer games, to this year hosting a nerd expo. Local tech companies will show off their gear to anyone who wants to drop by IRL or on the 24-hour stream.

People from all over the world can tune into the event and pledge the marathon gamers a set amount of cash (up to a certain amount, if you want) for every headshot they score while playing through Borderlands 2 for 24 hours straight. Their charity auction will feature gamer and geek items including a pack of signed Gearbox swag, a one of a kind Super Mario themed quilt, the always terrible party game Cards Against Humanity and many other pieces hand-crafted geek chic gear and art.

Organizers say their gaming party helps local gamers who want to lend their controllers and keyboard to the cause. By fundraising \$50, they can secure their spot for six themed segments at the event, where they can bring their computer to play games, set up a board game or even just play Pokemon by themselves.

"Last year we had a ton of people come out to support the event and play games," said Tigwell. "We hope to see them again, they just need to remember that playing games for 24 hours straight is not for the faint of heart!"

Child's Play, with the help of hospital staff, set up gift wish lists full of video games, toys, books, and other fun stuff for hospitals and therapy facilities as well as domestic violence shelters. These donations allow for children to enjoy age-appropriate entertainment, interact with their peers, friends, and family, and can provide a vital distraction from an otherwise generally unpleasant experience.

"Events like *Headshots from the Heart* represent the generous spirit of the community and work hard to raise funds to provide necessary entertainment and distraction for children suffering in hospitals" said Jamie Dillion, Project Manager at Child's Play.

"Marathons and gaming events take a tremendous amount of effort and dedication, and the impacts are profound. Donations organized by the community make up the bulk of our raised funds, and are a valuable asset to our fundraising and our grassroots focus. We are sincerely honored by their support."

If you are interested in participating in the gaming party, tuning into the 24-hour stream, donating, or checking out the event's list of geeky auction items, you can visit [headshotsmarathon.org](http://headshotsmarathon.org), mail [admin@headshotsmarathon.org](mailto:admin@headshotsmarathon.org) or visit <http://www.twitch.tv/headshotsheart> during the event.

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Headshots from the Heart Charity Event  
1pm May 3<sup>rd</sup> to 1pm May 4th  
Kwartzlab, Kitchener, Ontario

For more information on the event or the organizers please contact:

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