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FOR IMMEDIATE RELEASE

Gaming Fundraiser Supports Hospital Bound Children

KITCHENER, ON - A local fundraiser is calling on all area geeks to help raise money for charity by playing games. The second annual Headshots from the Heart event presented by SteelSeries will take place May 18th at Kwartzlab in Kitchener, Ontario. Community minded players aim to raise over \$7,000 for Child's Play, an international charity that puts fun and games into the hands of hospital bound kids.

"Our goal is to allow gamers of all types to do something they love for charity," says Jim Tigwell, one of the event's founders. "There're so many fun runs and walkathons, and although they're great, we wanted to create something for gamers like us."

The event started last year with a group of friends playing the online game Borderlands for twenty four hours straight. They attempted to score headshots along the way, with supporters pledging money for every one they landed. Accompanied by a silent auction, the event raised almost \$3,000 dollars for Child's Play.

This year's Headshots from the Heart will once again feature the gaming marathon, only players will try their luck with the Borderlands 2, the second installment of the popular game. The charity auction will feature 10 bundles of gamer geek items ranging from a one of a kind painting by local artist Nik Harron, to a package for the distinguished gamer, featuring a headset, mouse, keyboard, mouse pad from presenting sponsor SteelSeries and dice cufflinks from Mage Studios

.Organizers promise their newest addition to the event, a LAN party, will help satisfy all the local gamers who wanted to lend their controllers and keyboard to the cause last year. Fundraising \$50 for Child's Play will secure their spot one of six themed LAN segments at the event, where they can do, bring their computer to play games, set up a game of monopoly or even just play Pokemon by themselves.

"Last year people wanted to help by gaming themselves," said Tigwell. "This year they can come, join our LAN party, participate in live challenges, relax in our Spike|Mobile Console Lounge, win great prizes and know they are helping Child's Play."

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. These donations allow for children to enjoy age-appropriate entertainment, interact with their peers, friends, and family, and can provide vital distraction from an otherwise generally unpleasant experience.

"Events like the *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," says Jaime 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 LAN, donating, or checking out the event's list of geeky auction items, you can visit headshotsmarathon.org or email admin@headshotsmarathon.org for more details.

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Headshots from the Heart - Ontario's Biggest Gaming Charity Event
1pm May 18th to 1pm May 19th
Kwartzlab, Kitchener, Ontario

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

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