



**FOR IMMEDIATE RELEASE**

## **GAMING FOR GOOD**

*Headshots from the Heart fundraiser to raise money for Children's Hospitals worldwide*

Waterloo, ON, Canada – April 28, 2012 – Between May 26<sup>th</sup> – 27<sup>th</sup> four players and a dozen volunteers will converge on Kwartzlab to play a 24 hour marathon game of Borderlands in support of Child's Play, a charity that donates over 2 million dollars to Children's Hospitals worldwide every year.

The event, called Headshots from the Heart, is a video-gaming marathon broadcast live on the internet from the heart of Waterloo Region. The players will combat eye strain, exhaustion, and carpal tunnel syndrome in an effort to raise money by accumulating as many headshots during a play through of the game as possible, with pledges from audience members.

Borderlands is a cooperative first-person shooter role-playing game developed by Gearbox Software for PlayStation 3, Xbox 360, Microsoft Windows and Mac OS X. Borderlands brings together four treasure hunters for a fast-paced adventure across Pandora, an untamed world filled with faction warfare and dangerous wildlife. Guided by a mysterious angel and assisted along the way by a helpful robot, the players seek to loot the treasures of the vault, though no one knows its true secret.

The marathon will be broadcast online in real time, and the audience is invited to participate by answering trivia questions, bidding on donated prizes, making special requests of the players and hosts, creating in-game challenges, and asking questions of the interviewees.

To donate money, find more information on current challenges and biographies, donate, or offer challenge ideas, please visit <http://headshotsmarathon.org/home/>

Headshots from the Heart is organized by a group of local community-minded individuals who help to plan events and volunteer their time with a number of charitable organizations throughout Waterloo Region.

**For more information or to arrange interviews, please contact:**

Joy Smith, Event Coordinator

Headshots from the Heart

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