



## Press Release

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From: **SpecialEffect** (Oxfordshire-based disability charity)

*Begins:*

## Mobile game developers rally for One Special Day

**The Gamer's Charity, SpecialEffect, are delighted at the incredible response from mobile games developers from across the world as they rally once again to support One Special Day.**

One Special Day, which takes place on the last Friday of September every year, now in its third year, is the largest annual fundraising event supported by the games industry. One Special Day partners and their communities of players have helped the charity raise over \$700,000 in the past two years and this year could see the total rise to over \$1,000,000.

This is money the charity desperately needs to meet the increasing demand for their services from all over the world as they adapt, modify and create hardware and software to enable gamers with disabilities play digital games using whichever control method is available to them.

This year's stellar line up of worldwide mobile games developers includes Supercell, Rovio, Nordeus, Space Ape, First Touch Games, New Star Games, Seriously, Lockwood Publishing, Outfit7, Miniclip, Fingersoft, Dots, MAG Interactive, DirtyBit, Glu, Tundra Games and Boombit/Play With Games. The developers involve their community of players in raising money for SpecialEffect on the day through donating UK or worldwide revenue of in-game sales from top titles such as Clash of Clans, Angry Birds 2, Talking Tom and 8-Ball Pool.

Anette Ståløy of Norwegian games developer, Dirtybit, told us "We at Dirtybit are very glad to take part in One Special Day by donating revenue from Fun Run 3 on the 28th of September, to help SpecialEffect keep creating magic moments through games, helping disabled gamers having fun playing games not only with their friends and family but with gamers from anywhere in the world."

It's a sentiment shared by John Earner, CEO and Founder of Space Ape, who is urging other games developers to get involved "We're delighted to be able to support such a terrific cause. We will be donating UK revenue from all of our four live titles on September 28th. Join us!"

Developers, publishers and studios from the PC and console games industry are doing their bit for One Special Day by donating titles to a One Special Day Humble Bundle and holding a range of fundraising events to raise money on the day.

SpecialEffect are inviting interested companies to contact Nick Streeter at [nick@specialeffect.org.uk](mailto:nick@specialeffect.org.uk), 01608 810055, or visit [www.onespecialday.org.uk](http://www.onespecialday.org.uk)

*Ends*

For SpecialEffect, contact:

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**SpecialEffect** are an award-winning charity that enables people with physical disabilities to benefit from the fun, inclusion and therapy of video games. We support people of all ages through personalised assessments, equipment loans and equipment modifications.

**SpecialEffect**

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