

# 2024 GAMES FOR CHANGE FESTIVAL

## World Leaders & Gaming Innovators to Headline the 2024 Games for Change Festival

*Leaders from The United Nations & The Chopra Foundation, Alongside Global Gaming & Entertainment Experts, Explore the World's Most Pressing Issues – Sustainability, Safety, Equity, Accessibility, and More*

**NEW YORK (April 23, 2024)** - Today, the [Games for Change Festival](#) (June 27 - 28, NYC), the premier event for social impact gaming and XR, announced the full schedule for its 2024 event, which includes world leaders and global gaming and entertainment innovators. This year's Festival will explore the theme "The 2030 Marker: A Catalyst for Global Change," drawing inspiration from the UN's Sustainable Development Goals (SDG).

The Festival will host an array of participating offices from the United Nations, including the Museum for the UN / UN Live, the World Food Programme, the UN Environment Programme, the International Rescue Committee, and UNICEF. This year's Games for Change Festival will commence with an unprecedented roundtable of UN organizations to explore how interactive media can drive progress on the Sustainable Development Goals.

Additionally, Poonacha Machaiah, CEO of The Chopra Foundation, will participate in a Keynote Fireside with G4C President Susanna Pollack. The session, *Gaming: The Future of Well-Being*, will explore why the games industry can be fertile ground for helping address the silent global mental health crisis.

The two-day Festival will bring together global voices to ignite community engagement and drive social change through games and immersive technologies that connect people across generations and global borders, including these industry and civic leaders:

- Leanne Loombe (Vice President, External Games, Netflix)
- Jesse Schell (CEO of Schell Games)
- Jessica Lindl (Vice President and Global Head of Social Impact / Education at Unity Technologies)
- Rebecca Kantar (Vice President of Education, Roblox)
- Hugo Obi (Founder at Maliyo Games)
- Poulomi Basu (Artist, Filmmaker, Author, Activist at Just Another Production Company)

- Tanya Thompson, Senior Director Inventor Relations, Hasbro

These industry leaders will join previously announced headliners from Minecraft, PBS KIDS, GLAAD, and more at the 21st Games for Change Festival.

"As we approach the 2030 Sustainable Development Goals deadline, the 2024 Games for Change Festival will showcase the growing power of games and immersive media to drive meaningful progress on a global scale," said Susanna Pollack, President of Games for Change. "With an increasing number of UN offices participating and a diverse global ecosystem of creators, thought leaders, and organizations united in their commitment to social impact, the Festival is at the forefront of exploring how these innovative mediums can address the world's most pressing challenges. We are excited to push the boundaries of what is possible and inspire action towards a more sustainable and equitable future."

The 2024 Games for Change Festival offers attendees the opportunity to participate in a variety of engaging presentations, including thought-provoking talks, hands-on workshops, Meet the Funder sessions, and a range of networking opportunities such as Matchmaking and Topic Tables.

Regular-priced tickets will be available until **June 9th** on the [Games for Change Festival](#) website.

## **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.

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