



FOR IMMEDIATE RELEASE

Inaugural PTBO Game Jam Event

Peterborough, Ontario – August 13-14, 2016 - The PTBO Game Jam is a gathering of industry professionals, students, hobbyists and those eager to learn with the common goal of creating video games in a short period of time.

Hosted by local game development studio [dotBunny](#), founder Matthew Davey explains the reasoning behind the event as a desire to foster a local game development community, benefiting future generations of game developers. The event went from concept to securing a venue and signing up sponsors in a matter of weeks, illustrating the agility, speed, and entrepreneurial action associated with successful startups and the video game industry.

The PTBO Game Jam seeks to engage the local community with the video game industry to form long term relationships. The impact of a Game Jam grows far beyond Peterborough's borders. Currently sitting at \$84 billion dollars, the video game market is expected to grow to \$100 billion dollars by 2019. Over 19 million Canadians identified themselves as gamers in 2015 which is approximately 54% of the population of Canada.

Sponsors include [dotBunny](#), [Epic Games](#), [Unity](#), [Igniter Tickets](#), [GitHub](#), [Funky Rustic](#), and local VR startup [ardeeXYZ](#).

The inaugural PTBO Game Jam runs Saturday August 13th to Sunday August 14th at the Holiday Inn Peterborough-Waterfront. Kicking off Saturday morning at 9:30 AM with a 1-hour seminar about making video games, with the 30-hour Game Jam starting at 11:00AM.

For more information visit <http://ptbogamejam.com>.

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