The Great Canadian Appathon (GCA) is a video game hackathon where aspiring game developers have 48 hours to design the next hit mobile game.

The national hackathon is open to Canadian college and university students from coast-to-coast and was created in 2011 as a way of engaging with and giving back to the student game developer community.

Since it’s inception, the GCA quickly grew to become a favourite hackathon on students’ calendars, where the best computer engineers and game developers test their skills in the field, and at many schools an accredited extracurricular activity.

Connect your brand directly with the 18-27 university and college student demographic

Base the GCA5 theme around your brand, resulting in games being built around your brand, or with your brand's elements incorporated

Empower your brand to tap into the student developer community

Opportunity for participants to engage with your brand and products

Recruit from this young technically talented group of future graduates