

Green Man Gaming Publishing and LGBTQ+ Charity Kaleidoscope Trust, Partner for Launch of New Game, Pride Run

Publisher will donate 10% of proceeds from the sale of Pride Run worldwide to support the charity's work with the global LGBTQ+ community

Check out the brand-new trailer here - <https://youtu.be/NKD5Cq--o2c>

London, UK, 19th September 2019: Green Man Gaming Publishing and Kaleidoscope Trust, a charity working to uphold the rights of lesbian, gay, bisexual and trans people internationally, today announce a revenue donation partnership, with proceeds coming from the sales of the upcoming rhythm action game, Pride Run.

Pride Run, created by Italian studio IV Productions, will hit Steam for PC on National Coming Out Day in the US – 11th October 2019. Much more than a simple beat matching game, Pride Run offers a challenge for gamers of all abilities. With 'Vanilla' mode tasking the player to keep their own Pride parade on track they are required to 'tap the beat'. However, more experienced players can choose 'Play Hard' mode which layers on real time tactics and strategy as they battle to protect the parade from haters around the globe.

Understanding the importance of inclusivity in gaming, Green Man Gaming is donating 10 percent of proceeds from the sales of the game to international LGBTQ+ charity, Kaleidoscope Trust.

David Clark, Managing Director, Green Man Gaming Publishing, said:

“Since before we announced Pride Run back in July, the most important goals for Green Man Gaming have been to really get behind our corporate values of inclusivity and diversity. We're very happy to be able to demonstrate this through our partnership with Kaleidoscope Trust, where we'll be able to donate to a great cause that works to uphold the rights of the LGBTQ+ community internationally.

Speaking of the partnership, Kaleidoscope Trust Executive Director Phyll Opoku-Gyimah said: “It was wonderful to get a preview of Pride Run when we first met with Green Man Gaming and it's a really fun game that we are all excited to play. At Kaleidoscope Trust we believe it should never be illegal to be you, yet over 70 countries make it a crime for LGBT+ people to be who they are and to love who they love. In many countries around the world people cannot live freely as LGBT+ individuals, much less attend Pride events where they live.”

“We are therefore delighted to announce our partnership with Green Man Gaming and are pleased that the company has such an inclusive policy in what we understand can sometimes be a toxic environment for LGBT+ gamers.

Through the launch of Pride Run, we hope to harness the support of the gaming community not only to raise funds for the work that Kaleidoscope Trust does to advance LGBT+ rights internationally, but to help open up conversations within the gaming community - and beyond - about discrimination against LGBT+ people around the world.”

Ivan Venturi, CEO & Game Director of developer IV Productions said: “We're a diverse development team, and many of us have been lucky enough to attend different Pride events

around the world. We felt it was about time someone gamified the sheer energy, passion and extravagance that emanates from these celebrations of LGBTQ+ culture. Even better when we can celebrate Pride and give back to the community at the same time.”

Pride Run features: -

- A soundtrack guaranteed to make you dance. But are you good enough to turn this into an awesome Pride parade?
- Take on one of two game modes - Vanilla and Play Hard. In Play Hard mode, choose which groups to add to the parade to take on those who question LGBTQ+ rights – from keyboard warriors to world leaders. In Vanilla mode you'll follow the beat along the streets of each city.
- Pride Run spreads love and pride across 16 cities around the world.
- Offers an intuitive control system for classic rhythm action entertainment.

Pride Run is a co-development with Steam Factory. Headed up by Giacomo Guccinelli, the team have delivered the super coloured, retro pixel over the top art style of the game.

Pride Run will launch on Steam for PC on 11th October 2019 and will be priced \$19.99 / £15.49 / 16,79€, with 10% going to Kaleidoscope Trust.

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For more information on the game, please contact:

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About Green Man Gaming Publishing

[Green Man Gaming Publishing](#) works with independent development studios globally to market their own games and increase the visibility of games in a challenging marketplace. The industry expertise and knowledge of the publishing team provide developers with hands on and collaborative support that includes in-depth market analysis, integrated Marketing and PR campaigns, finishing finance options and global retail strategy.

Green Man Gaming has been recognised by leading bodies in the video gaming, business and technology sectors with over 30 awards received since it was launched in 2010.

www.greenmangaming.com

About IV Productions

Having launched his first game on the C64 in 1987, Ivan Venturi established IV Productions in 2012. Based in Bologna, Italy IV Productions develops PC and CONSOLE videogames, with particular attention to social, disability and gender-related issues.

<https://www.ivproductions.it/>

About Steam Factory

Pride Run is a co-development with Steam Factory. Headed up by Giacomo Guccinelli, the team have delivered the super coloured, retro pixel over the top art style of the game.

Hard Ton

The amazing soundtrack included in Pride Run, comes from Hard Ton, the Italian duo with a larger than life disco sound, where music and performance meet to create oversized queerness and disco styled falsettos, over acid basslines and Chicago house beats.

About Kaleidoscope Trust

Established in 2011, Kaleidoscope Trust works to uphold the rights of LGBT+ people internationally. They promote the social, political and legal changes needed to end discrimination based on sexual orientation and gender identity / expression, so that LGBT+ people can live in freedom.

Kaleidoscope Trust works in close partnership with courageous activists from across the world through their different international programmes. In the UK, they influence the Government to be a global leader in promoting and defending LGBT+ rights — for example, their cross-party group of supportive MPs became the All-Party Parliamentary (APPG) on Global LGBT Rights.

Kaleidoscope Trust is a founding member of The Commonwealth Equality Network (TCEN), a grouping of over 50 LGBTI and human rights organisations and regional networks representing 44 Commonwealth countries, with members in every Commonwealth region. In 2018 TCEN was instrumental in persuading then Prime Minister, Theresa May, to express deep regret for the colonial-era laws that continue to criminalise consensual same-sex intimacy in many countries.

www.kaleidoscopetrust.com

About Phyll Opoku-Gyimah, Executive Director of Kaleidoscope Trust

Widely known as Lady Phyll, partly due to her decision to reject an MBE to protest Britain's role in formulating anti-LGBTQ penal codes across its empire, Phyll has over 20 years' experience as an LGBTQ rights activist and anti-racism campaigner. She has spent a decade advocating for the rights of workers within the largest civil service union as a lead negotiator on behalf of Civil Service workers. Initially working as Head of Political Campaigns, she moved into the role of Head of Equality and Learning at Public and Commercial Services (PCS) Trade Union. Phyll is the co-founder and nucleus of the award-winning celebration and protest that is UK Black Pride, which she set up to promote unity and co-operation among all Black people of African, Asian, Caribbean, Middle Eastern and Latin descent as well as their friends who identify as LGBT+. A community builder and organiser, Phyll is also a columnist and a public speaker with a focus on intersectional matters of race, gender, sexual orientation and class.