



WOMEN IN GAMES INTERNATIONAL

For Immediate Release

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WOMEN IN GAMES INTERNATIONAL ANNOUNCES FRESH DIRECTION, NEW LEADERSHIP

Top Officers Named, 2010 Roadmap Underway

LOS ANGELES – Feb. 16, 2010 – Women in Games International (WIGI), the premier organization for advancing women in the video game industry, proudly announced today its new status as an independent organization, incorporated under the laws of the state of California. WIGI, formerly part of the International Game Developers Association (IGDA), has further announced the appointment of a new leadership team to guide the organization in implementing its fresh direction.

Effective immediately, Belinda Van Sickle, former WIGI community event chair and a steering committee member since 2006, will become WIGI's new president and CEO. Noelle Hunt-Bennett will act as secretary, while former chapter chairperson Krissie Franco will take over responsibilities as treasurer and CFO.

“We’re excited to be able to take on these new tasks,” said Van Sickle. “Our focus for 2010 is on rejuvenating the organization, offering immediate and tangible value to members seeking jobs, career development and networking opportunities. Our Los Angeles and San Francisco chapters have already lined up some wonderful partnerships to get WIGI off to a great start in 2010 and we hope that they will serve as

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models for other chapters in this pivotal year of our new mission.”

One of the premiere WIGI events for this year will be the Industry Mixer 2010, to be held on March 10 during the upcoming Game Developers Conference (GDC) in San Francisco. This year’s GDC mixer will be an evening filled with fun, food, networking and game tournaments for everyone. For more information on the WIGI Industry Mixer 2010 or to inquire regarding sponsorships, contact Belinda Van Sickle

(Belinda@gamedocs.com). To learn more about WIGI, visit

http://www.linkedin.com/groups?about=&gid=2058&trk=anet_ug_grppro.

About Women in Games International: Women In Games International (WIGI) was founded in 2005 to support the inclusion and advancement of women in the global games industry. Since then, WIGI has grown to include advocacy for industry diversity, leadership through educational talks and individual career impact from networking opportunities for women and men alike. www.womeningamesinternational.org

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