



PRESS RELEASE

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Launch of CATAPULTE's 4th edition NEARLY \$100,000 OFFERED FOR VIDEO GAME DEVELOPMENT AND MARKETING

Québec City, Thursday, December 14, 2017 —Today, during a meeting at Frima Studio between Québec City area independent video game studios and industry leaders, program partners launched the 2018 edition of CATAPULTE. The highly successful and teamwork-oriented initiative has fuelled the growth of the video game industry and the Québec City area's economy.

Founded in 2014 by Québec International and the Digital Arts and Interactive Entertainment niche of excellence (ANDI), CATAPULTE's mission is to help independent video game studios develop and launch games that have not yet been marketed.

According to Carl Viel, president and CEO of Québec International, the program has helped to consolidate and energize the video game industry in tangible ways. "This is an incredible initiative that showcases our industry's ecosystem and helps us obtain a competitive position on the international stage. The results are clear, our efforts have paid off, so our success is that much more rewarding."

Dali Berthiaume, president of the ANDI niche of excellence, added: "After three editions, the program has gained a solid reputation. Many of the area's businesses have benefited from CATAPULTE and the strengths of the industry. This doesn't only apply to the winners—Chainsaw Games, Berzerk Studio, Bishop Games and Polymorph Games—but also finalists like Sweet Bandits Studio, Parabole and Mirum Studio, who have participated in the program these past few years."

Une initiative de



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The partnerships, which are the key to CATAPULTE's resounding success, allow the initiative to have a prize pool that should reach a **\$100,000** value in cash and services this year. With the support of major partners such as Desjardins, Ubisoft, the Ministère de l'Économie, de la Science et de l'Innovation and the City of Québec, and contributions from industry businesses like Sunny Side Up, ROBIC, Peak Media, Budgeto, Beenox and technology incubator-accelerator LE CAMP, CATAPULTE has undoubtedly become an exceptional tool for developing and showcasing local talent.

"We are proud and honoured to support the area's IT and video game companies. It is essential for the Caisse Desjardins de Québec to be able to support today's talents from the beginning by partnering with CATAPULTE," stated Denis Laforest, Director General of the Caisse Desjardins de Québec.

"We're seeing more and more junior studios in Québec City that are full of talent, creativity and ambition," added Patrick Klaus, Managing Director at Ubisoft Québec. "We know how many challenges they face as they develop their games and attempt to enter the international market. That's why Ubisoft is committed to supporting Québec's video game leadership through initiatives like CATAPULTE by providing coaching with our experts, tools like our User Research Lab and financial support that can give studios the boost they need to succeed."

About CATAPULTE

Québec City's independent video game studios have until February 9 to apply. Five finalists will be selected from among the applicants. These finalists will be invited to present their game to the general public during the Grand Finale on April 5, 2018, as part of the Semaine Numérique. A jury, made up of four industry experts, will decide which independent video game studio will win this 4th edition of the program.

For more information or to submit your application, visit: www.catapultequbec.ca/inscription

Watch Polymorph Games's video: <https://youtu.be/YcbN6qWFUFk>

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