

Game Education Summit Announces EA's Colleen McCreary as Keynote Speaker

New 2-Day Conference to examine if higher education is meeting the needs of the game development community

AUSTIN, TX – APRIL 11, 2008 – The Game Education Summit, a new conference event taking place at the Southern Methodist University Campus in Dallas on June 10th and 11th, has announced that a Keynote address will be delivered by Colleen McCreary, Global Director of Strategic Education and Outreach initiatives at Electronic Arts. Ms McCreary will provide an overview of how higher education can meet the needs of the video game industry.

The Game Education Summit will address the critical issues affecting the evolution of game development programs at colleges and universities and provide a forum for academia and industry to address the challenge of increasing skill shortages impacting the future growth of the industry both for the entertainment and serious game sectors.

"I am delighted to be speaking at this new event," said Colleen McCreary. "It is a rare but important opportunity to gather influential academic faculty and industry partners together at the same table."

"Video game development for entertainment and serious games is moving from courses and programs at colleges and universities to a new academic discipline," Dr. Peter E. Raad, Founder and executive director of The Guildhall at SMU, said. "No matter where you might be in your education program for gaming at your school, this will be an important event."

Sessions will cover topics such as teaching methodologies, starting a game development program, core curriculum topics, research collaboration and increasing diversity. Speakers from Activision, Arizona State University, Carnegie Mellon, EA, Dell, Duke, Indiana University, Microsoft, SONY, THQ, University of Central Florida, University of Wisconsin, and USC will ensure a lively and informative event.

The Game Education Summit is a GamePath Event. Registration for the event is priced at \$245 until May 5th – a \$100 discount. Visit www.gameeducationsummit.com for more information. GamePath LLC is an Austin, Texas-based independent conference and trade show production company which also organizes the Independent Game Conference series.

For additional information, contact Conference Director Mark Chuberka at mark@gamepathevents.com and 512.241.0269.