

GAME gives gaming public a voice at British Academy Video Games Awards



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Specialist computer game retailer GAME has announced a sponsorship agreement with BAFTA, for this year's British Academy Video Games Awards.

This year's Video Games Award Ceremony will be on 10th March at the London Hilton on Park Lane. On the night, GAME will be offering the GAME Award of 2008 to one of ten short-listed games, celebrating the best game of last year.

The ten nominees in the category have been selected by a panel of gaming journalists. What makes this award unique, however, is that it's the only publicly voted award of the entire event.

"It's a chance for gaming fans to show their appreciation to all the talented people in the games industry who turn new ideas into the brilliant games that we love so much", said John Devon, Product Director of GAME.

In what was a significant year for title releases, the nominations for the Game Of The Year Award 2008 reflects the wide range of games which have established themselves as firm favourites with gamers of all ages. Acclaimed First Person Shooter [Call of Duty 4 Modern Warfare](#) will fight it out against the likes of Grand Theft Auto IV,

Fallout 3, Gears of War 2 and [Guitar Hero World Tour](#). Nintendo's extremely popular Wii Fit also makes the shortlist, alongside Left 4 Dead, Professor Layton & The Curious Village as well as newcomer LittleBigPlanet and the latest instalment in the World of Warcraft franchise.

There is also an added incentive to vote: the chance to win £2,000 worth of Sony goodies in a competition that's open to anyone who votes before midday on Saturday 7th March. The winner will be drawn at random from all entrants on the 10th of March. The prize includes a 42" Sony Widescreen TV; a Sony Blu-ray Player; a Sony PS3 console (80GB); plus all ten video games featured in the official Game Award Shortlist 2008.

The official voting form, competition details and Game Award Shortlist can be found at www.baftagameaward.com

About

GAME is a specialist European retailer of video and [PC games](#), video consoles and related accessories. GAME operates from over 1,300 stores, concessions and franchises in the UK, Eire, Sweden, Denmark, Norway, Spain, Portugal, France and Australia. Together with the online shopping services, the company's aim is to be the destination of choice for every consumer.

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