

GAME opens public vote for GAME British Academy Video Games Awards

GAME

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GAME, the high street retailer, has unveiled the shortlist for the GAME Award of 2009, which is presented at the GAME BAFTAs and is the only prize on the night that is voted for by the public.



Titles up for the coveted GAME Award this year include: Beatles Rock Band, FIFA 10, [Assassins Creed 2](#) and the record breaking [Modern Warfare 2](#). Anyone can vote for their choice [GAME BAFTA award](#).

Last year, over 60,000 people voted for the GAME Award with Call of Duty 4: Modern Warfare scooping the prize.

Johnny Minkley, BBC Radio One's gaming expert and editor of Eurogamer TV, part of Europe's biggest independent games site Eurogamer.net, said:

"2009 was a vintage year for [games](#) and gamers, with many fantastic titles released that show off the talent and technology in the industry. Call of Duty was a worthy winner last year, but faces stiff competition to make it two years in a row."

Neil Ashurst, head of UK PR for GAME said:

"The GAME Award is the only opportunity for gamers to vote for their favourite titles at this year's GAME BAFTAs. If you have a favourite game on the shortlist, don't assume that it'll win, go to the website and make your vote count"

The GAME BAFTAs are on Friday 19th March and will be hosted by comedian Dara O'Briain.

O'Briain who is a lifelong gamer said, "I am delighted to have been asked back to host the GAME BAFTA's for the second year running. It's an honour to acclaim the very real people whose creativity, innovation and wit produce such amazing virtual worlds".

Voting for the GAME BAFTAs closes at midday on Tuesday 16th March.

-- ENDS --

Notes to Editors:

About

GAME:

GAME is Europe's leading specialist retailer of pc and video games products. Since the start of trading in 1991 with 11 stores in the UK, it has grown both organically and through acquisition to a chain of over 1,300 outlets in January 2009. It operates stores in ten countries, supported by eCommerce websites. Online retail is located at game.co.uk. For further corporate information, log onto gamegroup.plc.uk.

About

BAFTA:

The British Academy of Film and Television Arts exists to support, develop and promote the art forms of the moving image, by identifying and rewarding excellence, inspiring practitioners and benefiting the viewing public.

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