



Breakthrough launches immigration video game: ICED – I Can End Deportation

Breakthrough launched its 3D downloadable video game on immigration – ICED – I Can End Deportation (www.icedgame.com) on February 18, 2008. Over 60,000 visitors have played the game in just a few short weeks.

The game teaches players about current immigration laws on detention and deportation that affect legal permanent residents, asylum seekers, students and undocumented people by violating human rights and denying due process.

The game has received an overwhelming amount of press on and offline included full-page reports from MTV News, Game Daily, CBS News and even the front cover of daily, El Diario.

On February 26, 2008 in New York City, Breakthrough hosted a party to celebrate the much-anticipated game launch. The venue was packed as party-goers including: ICED game creators, students and even press played on

multiple gaming stations, viewed ICED on the big screen and picked up ICED t-shirts and passports- all for immigration, due process and human rights.

“Breakthrough believes it’s important to engage young people in social issues and encourage civic engagement. Games for change help people to better relate to an issue because they can put themselves into the shoes of a character experiencing injustice,” said Breakthrough Executive Director Mallika Dutt.

“Close to two million people have been deported and thousands more affected – many without just cause – due to unfair immigration policies. When we let the government deny due process and human rights for some people, we’re putting all of our freedoms at risk.”

Important Links

ICED game: – <http://www.icedgame.com>

ICED on MTV: http://www.mtv.com/news/articles/1581827/20080219/id_0.jhtm

ICED on Game Daily:

<http://www.gamedaily.com/articles/news/iced-faces-deportation/?biz=1>

ICED on CBS:

http://breakthrough.tv/event_details.asp?eventid=224&id=4