

ARMISTICE

Supporting children in conflict



INTRODUCTION

War Child's Armistice is a fundraising campaign that encourages peaceful gameplay to support children.

War Child has teamed up with World of Tanks, Verdun 1914 to 1918, Democracy 3 & Revolution 1979: Black Friday who have developed peaceful playthrough options, DLC or are donating a portion of their sales during the campaign. War Child aims to build on this peaceful movement so it becomes a yearly event where more and more gaming studios and players raise awareness and money for children living with the brutality of war.



WHAT IS IT

War Child's Armistice is a fundraising campaign that urges gamers to pacify their war games in support of kids in conflict zones.

HOW DOES IT WORK

Armistice has been engineered to work in a variety of different ways; from adding a non-violent in-game mode and purchasable content such as stickers to donation buttons and sponsored screens. For example, in Verdun 1914, creators Blackmill have decided to honour the 1914 Christmas truce by giving players the option of having a snowball fight amongst the soldiers.

WHO'S INVOLVED

For their 2016 campaign, War Child has gained the support of Blackmill Studios (Verdun 1914 -1918), Wargaming (World of Tanks), iNK studios (1979 Revolution: Black Friday), Positech Games (Democracy 3) & the streaming site Xsplit with their vision is to spread it even further for 2017.



WHY IS WAR CHILD DOING IT

Since its beginnings in 1993, the charity War Child has been a market leader in creating memorable campaigns to help children affected by conflict; from their multi-award winning, star-studded HELP album in 1996 to their more recent HELP: The Game initiative where the world's leading game developers united in a global game jam to raise awareness for the charity. With this rich heritage and the charity's innovation to make inroads into new avenues for fundraising, War Child has decided to gain advocacy in the hugely popular war gaming industry to further spread the message about helping children forced to live with the brutality of war.

VISION

War Child's vision for Armistice is to turn it into a yearly event, where more and more game studios get involved and contribute to raising awareness and funds for the children they work with. The ultimate goal is to make this the biggest source of charity fundraising in the gaming sector.

HOW YOU CAN GET INVOLVED

If you are interested in becoming involved in Armistice please contact wayne@warchild.org.uk for more information.

