



## **INTERACTIVE GAME EXPERIENCE EXHIBIT COMING TO THE TULELAKE-BUTTE VALLEY FAIR**

***Want to Play the Latest Electronic Games?***

***Free For All Players***

Want a chance to play the latest electronic games and play for **FREE**? The high energy **Interactive Game Experience Exhibit**, (IGX) is coming to the Tulelake-Butte Valley Fair from September 9 – 12, 2010 for the annual fair and features 4 days great days of electronic gaming entertainment! The exhibit is free to all visitors and will be open from 10am to 10pm on all days that the Tulelake-Butte Valley Fair is open.

This super-charged exhibit is an exciting “staycation” for families looking for activities close to home. The exhibit features 17 game ports with high definition flat screen technology and two 42” monitor ports. Game platforms include Nintendo® Wii™, PlayStation®2, PlayStation®3, and Xbox 360™.

Gamers can sign up for a 7pm nightly Guitar Hero tournament; each nightly winner will qualify for a final round with a \$50.00 gift certificate for first place and \$25.00 for second and third place winners. Participants can sign up each day at the exhibit.

Teens can test their skills on the latest version of today’s popular games like:

- *Tekken®6*
- *UFC® Undisputed™*
- *Guitar Hero®:5*
- *New Super Mario Bros*
- *Mario Kart Wii*

For gamers who want to indulge in sports themed games, the choices will feature favorites such as:

- *Madden NFL 2010*
- *NHL 2k*
- *NBA 2K*
- *Deca Sports 2*
- *The Bigs MLB*
- *Wii Sports Resort*

***-More-***

## ***Interactive Game Experience Exhibit***

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Parents and younger children can try their skills on games from the popular Disney, Mario and Lego series including such games as *Batman*, *Indiana Jones* and *Star Wars*.

Electronic gaming is one of the fastest growing industries nationwide and increasingly appeals to families as a recreational option. In recent studies by the Entertainment Software Association (ESA); it is reported that parents are playing games more often than ever—and not just with their kids, but as a way to unwind and spend time together. The results show that forty-nine percent of parents surveyed said they play games "to spend time together doing something [we] both enjoy." Thirty-five percent of parents say they play computer and video games. Further, eighty percent of gamer parents say they play video games with their kids and sixty-six percent feel that playing games has brought their families closer together.

The latest electronic gaming products in the IGX Exhibit provide players with a more interactive experience. Sony's new Guitar Hero 5 turns gamers into rock stars and Nintendo's Wii Sports featuring bowling, tennis and boxing gives participants an opportunity to test their skills against other gamers. Up to seventeen of the latest games rated "E" (Everyone), "T" (Teen), "T10" (Teen) and "C" (Children) provide a variety of challenges for (fair or event) visitors of all ages.

For information on the Tulelake-Butte Valley Fair go to [tbvfair.com](http://tbvfair.com).

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**IGX**, Interactive Game Experience is a leader in producing live events for the video game industry. The company provides electronic gaming attractions for a variety of different host venues including fairs, festivals, theme parks, consumer shows, colleges, corporate events and sporting events such as the NCAA Final 4 and the Indy 500. For more information on ***Interactive Game Experience – IGX*** go to [www.igxnet.com](http://www.igxnet.com).