K.A.R.E.S., Mega Cat Studios, and Esports Cities Partner to Launch

Senior Esports Summit App for the Holidays

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Mission is to support fun and engaging opportunities between Seniors and their families through online gaming activities.

FOR IMMEDIATE RELEASE
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Links:
K.A.R.E.S. Senior Esports Challenge Landing Page:
https://www.keystonegames.org/senior-esports

Mega Cat Studios Senior Esports Summit App Landing Page:
https://megacatstudios.com/pages/esports-summit

Senior Esports Summit App Video:
https://youtu.be/GAMzh71HniA

Announcement: December 17, 2020: Right in time for the holidays, Keystone State Games, Inc. and the Keystone Athletics, Recreation, and Esports (K.A.R.E.S.) initiative is launching the Esports Challenge component of the Keystone Virtual 5K Run/Walk and Esports Challenge in partnership with Mega Cat Studios and Esports Cities.

Participate by downloading the **Senior Esports Summit app** via the **App Store (Apple smartphones, tablets, and other compatible devices)** and **Google Play (Android-based smartphones, tablets, and other compatible devices)** starting on **Thursday, December 17, 2020** with competition running **through January 15, 2021.** Competition consists of trying to get the highest score on each of five games in the app. There is a prize for the highest score in each of the five games at the end of competition on January 15, 2021.

Keystone State Games and PA Senior Games, in conjunction with the Pennsylvania Department of Aging, created the K.A.R.E.S. Community with a focus on the whole individual's wellness: physical, mental, emotional, and social. The Keystone Games Virtual 5K Run/Walk component began on October 1, 2020 and has been extended through December 31, 2020.

What is Esports? Esports is essentially competitive video gaming, where people play against each other online and in-person. Video games, often viewed as anti-social, have become one of the only viable and available community vehicles during the COVID-19 pandemic.

More than games, the mission of K.A.R.E.S. is to help individuals, especially seniors, stay connected while combating isolation during times of social distancing. Secondly, Esports offer an easy and relatable way to

get seniors comfortable enough with technology to increase the usage of telemedicine and other online medical services that can be valuable resources considering the challenging winter that lies ahead.

"COVID changed everything about the traditional sporting events offered by the Keystone Games and PA Senior Games. Virtual events and Esports are allowing us to not only help some of our most vulnerable residents, but to get them comfortable enough to use telemedicine and other online services that will be crucial during what looks like one of the nation's toughest winters ever," said James J. Costello, executive director of Keystone State Games. "2020 opened our eyes to Esports. We are excited to partner with Mega Cat Studios and Esports Cities to develop more Esports programs for seniors, athletes, and all Pennsylvanians."

Pittsburgh, Penn.− based Mega Cat Studios and non-profit Esports Cities developed the K.A.R.E.S. Senior Esports Summit app around five fun, approachable, and easy-to-play games:

- **Sudoku** – A game of logic and reasoning
- **Brain X100** – Find the most pairs of matching cards
- **Trivia** – Take your best guess
- **Mask Up** – A game of skill
- **Fly'N Joe** – Pilot Fly'N Joe to collect donuts while avoiding obstacles

Simply type "Senior Esports Summit" into Search on any Apple (iOS) or Android − compatible device and download the Senior Esports Summit game collection for free this month.

There are no age limits to who can download the K.A.R.E.S. Senior Esports Summit app or who can participate through December. This allows children, grandchildren, friends, and caregivers a chance to help, encourage, and connect with seniors through Esports.

"At Mega Cat Studios, we love video games and believe you're never too old to have fun. We welcomed the challenge of reaching a senior audience in Pennsylvania and beyond through easy-to-use and relatable games," said James Deighan, chief video game enthusiast at Mega Cat Studios. "Esports provide structure, competition, connection, and a whole new way to connect with younger generations. This app is just the beginning of what we can develop for seniors and other under-served populations."

Esports Cities is a non-profit organization that helps cities build Esports programs and resources, and then connect with other cities as part of a coalition dedicated to advancing Esports. Esports Cities connected K.A.R.E.S. with Mega Cat Studios.

"Pennsylvania has something really special when it comes to Esports. There is an understanding and support for Esports that exists nowhere else. We are excited to help support K.A.R.E.S. and other organizations as they create something truly special," said Erik Stroman, co-founder of Esports Cities.

K.A.R.E.S. Supporting Information:
- Social isolation and loneliness among older adults are among the most serious health issues facing the country.
- About 28% of older adults in the United States, or about 13.8 million people, live alone. 46% of those surveyed reported that they felt alone sometimes or always.
- Pennsylvania has the nation's fourth-highest proportion of elderly (65+) citizens at 15.4%.

- A Pennsylvania Council of Aging survey found that 25% of seniors would take advantage of virtual gaming if given the opportunity.
- Time spent playing video games can be good for your mental health, according to a new study from Oxford University.

About Keystone Games
The mission of the Keystone Games is to promote physical fitness, sports activity, and sportsmanship as a health improvement and disease prevention strategy for all Pennsylvanians and other participants and to create an expanded, coordinated, and citizen-sponsored program of amateur athletic competition. For more information, please visit keystonegames.org

About Mega Cat Studios
Based in Pittsburgh, PA, Mega Cat Studios is a creative first video game developer with a retro ethos and a culture of innovation. Their library of past titles includes modern platform releases as well as retro, cartridge-only experiences. For more information, please visit megacatstudios.com

About Esports Cities
Launched in 2018, Esports Cities is a Las Vegas-based 501(c)(3) non-profit organization creating a global coalition dedicated to cooperation and bringing together the resources of leading Esports cities for the advancement of Esports through education, research, development, and support. Esports Cities was created by a diverse group of stakeholders representing academics, travel and logistical professionals, marketers, researchers, hospitality experts, security experts, parents, and more working to help create a global infrastructure to share Esports resources and knowledge. For more information, please visit esportscities.com

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