



Entertainment and Leisure Software Publishers Association



ELSPA Appoints New Director for London Games Festival 2010

London, 21st May 2010 – ELSPA - Entertainment and Leisure Software Publishers Association today announced the appointment of Kirsty Payne as the Director of the 2010 London Games Festival. In its fourth year the London Games Festival is a group of events to promote the games industry and make interactive entertainment a focus for media, consumers and the government.

The **London Games Festival** is made up of individual events led by organisations within the industry in and around October and this group of events comes under the umbrella of London Games Festival. Helping to support and promote interactive entertainment to a wide mainstream audience via a series of events, **LGF 2010** aims to create nationwide media awareness and widespread publisher participation.

In previous years significant consumer events have taken place including **EA's** hugely successful Trafalgar Square take over **Be The One**, **BAFTA** also hosted a number of high profile events and this year's LGF sees the annual **Eurogamer Expo** from the 1st – 3rd October 2010 and the **MCM Expo** from 30th – 31st October 2010, in addition to industry events including the **Golden Joystick Awards** and the **London Games Conference**.

Kirsty Payne has been involved in the games industry for over twenty years enjoying stints at various publishers including Codemasters, Mindscape and Activision before co-founding Rocket Media, a specialist PR and Marketing agency working with clients such as Sony Computer Entertainment, Konami, GAME Group and Mastertronic Group, amongst others.

Keith Ramsdale, Chairman of London Games Festival commented –
“We’re delighted to have Kirsty on board with her industry knowledge and experience. She was a natural choice to head up LGF, we’re looking to achieve a bigger and better London Games Festival than ever for 2010 with a varied schedule of events for the media, consumers, trade and politicians alike.”

Kirsty Payne, Director of London Games Festival commented – *“London Games Festival is an opportunity for the games industry as a whole to come together and make interactive entertainment a real focus in mainstream media, communicate with consumers and to promote the positive aspects of our industry in a political environment and to a widespread audience. I’m really looking forward to speaking to everyone involved in interactive entertainment and working together to create a memorable and successful London Games Festival 2010.”*

- ENDS -



For more information on the London Game Festival contact:

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About ELSPA

The UK Interactive Entertainment Association Limited trading as ELSPA represents all the major publishers of games in the UK. Founded in 1989 to establish a specific and collective identity for the country’s interactive leisure software industry, membership includes companies publishing and distributing leisure software in the UK. As a gateway to Europe, ELSPA works to protect, promote and provide for the interests of all its members as well as addressing issues that affect the industry as a whole, such as age ratings, child safety and IP protection.

ELSPA works with members and media to illustrate the beneficial contributions that the UK videogames industry makes to the British economy as well as its influence in other industries. In addition, ELSPA works with GfK Chart-Track to compile weekly, monthly and annual retail charts and sales reports for the UK market